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**The Battle of the
Century: Over
Chlorophyll.**

**An Evaluation
of confections
made in France**

**Code dating
increases
candy sales**

**FEBRUARY
1953**

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*costs
in*

half!



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The Manufacturing Confectioner

READ WHEREVER CANDY IS MADE

FEBRUARY 1953
Vol. XXXIII No. 2

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COVER: View of enrobing room at Kroger Company's candy manufacturing plant. Photograph shows two of the three lines, including the inclined chute, vibratory feeder, bottomer, and bottomer cooling belt. In the rear the recirculated air outlets are visible. Draftless grilles are located overhead.

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We have been operating these M-100 Moguls at peak capacity for eight hours a day, five days a week - ever since the day we purchased them from you.

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President

HEH:P



H. E. HAUG, President
MASON, AU & MAGENHEIMER
CONFECTIONERY MFG. CO.

"The four M-100 Moguls are operating continuously at 18 trays per minute on our Black Crows, Dots and Mint Patties, as against 13 trays per minute on our old AD Moguls, one-third more production."

Our production figures clearly show that the M-100 Moguls have completely paid for themselves during these past three years in view of the fact of the increased production we have gotten."

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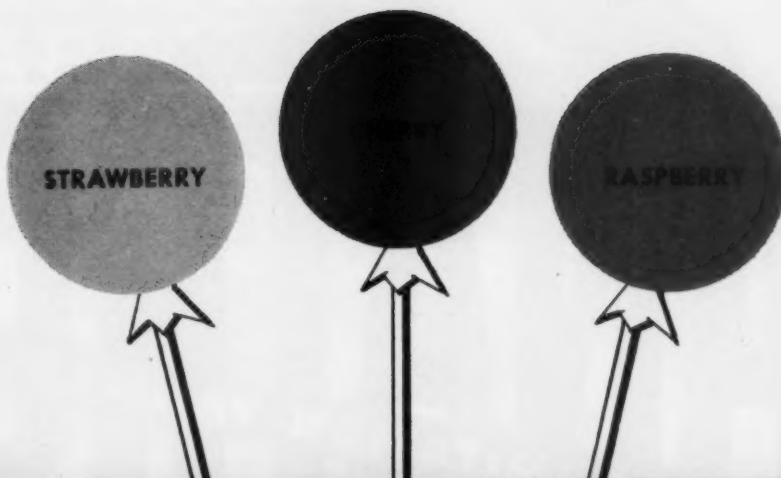
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Place all ingredients in a double-action caramel cooking kettle, mix well, heat and stir until batch boils. Continue to cook at moderate speed, stirring continuously until a portion spread on a cooling table will form a soft ball. (Temperature will be about 234-236° F.). Turn off heat, add flavor, and mix thoroughly.

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MAKE THEM WITH CALIFORNIA'S FINEST ALMONDS. That means Blue Diamond Almonds, first choice of leading candymakers from coast to coast. They are sorted by "electric eye," then hand-picked, accurately size-graded, always free from dust, foreign particles, and bitters. Scientific moisture control assures you of a pound of almonds for every pound you buy. Order "Blue Diamonds" whole, (blanched or natural kernel) or diced, sliced, split, halved, or slivered. Prices are favorable, year-around supplies assured by new cold storage facilities holding up to eight million pounds of shelled almonds. Write today for prices, samples, and free 16-page candy formula booklet.

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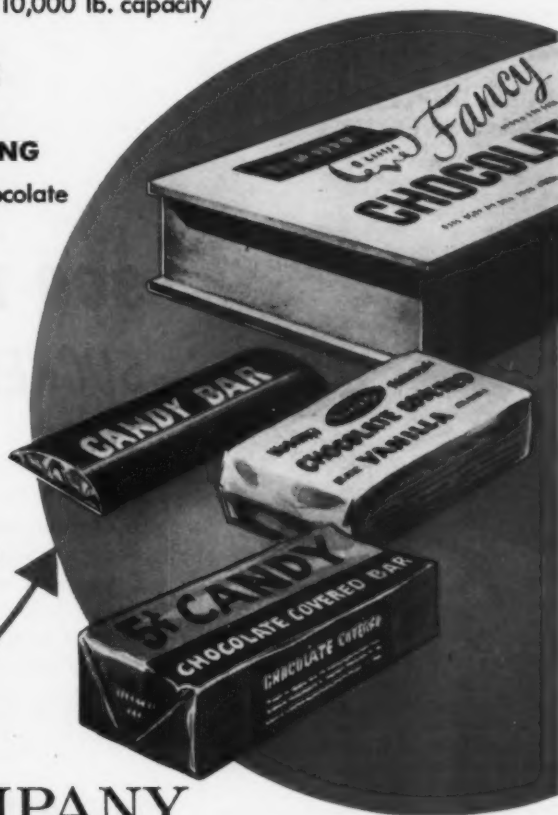
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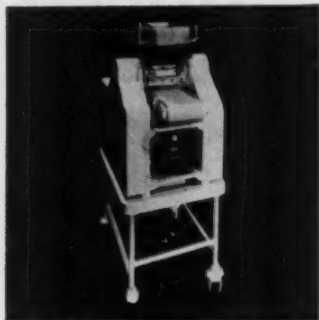
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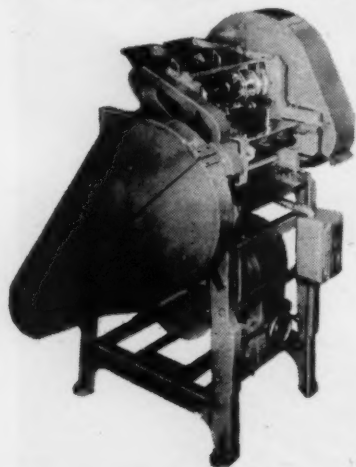


mounds or bars, maple moulded creams, gum drops, marshallow or nougat pieces, chocolate bars, kisses, miniature and large bits, stars, leafs, wafers, nonpareils, etc. Deposits can be made in all types of molds, foil or paper cups, or direct on trays, plaques or belts.

Main drive electric motor and electric water circulating pump operate from any light circuit. No other connection is necessary. For complete details write: **Racine Confectioners' Machinery Co.**, 15 Park Row, New York 38, N. Y.

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The Racine "Super Duplex" Automatic Continuous Machine combines into one a Drop Roll Machine, a Sucker Machine, and a Con-



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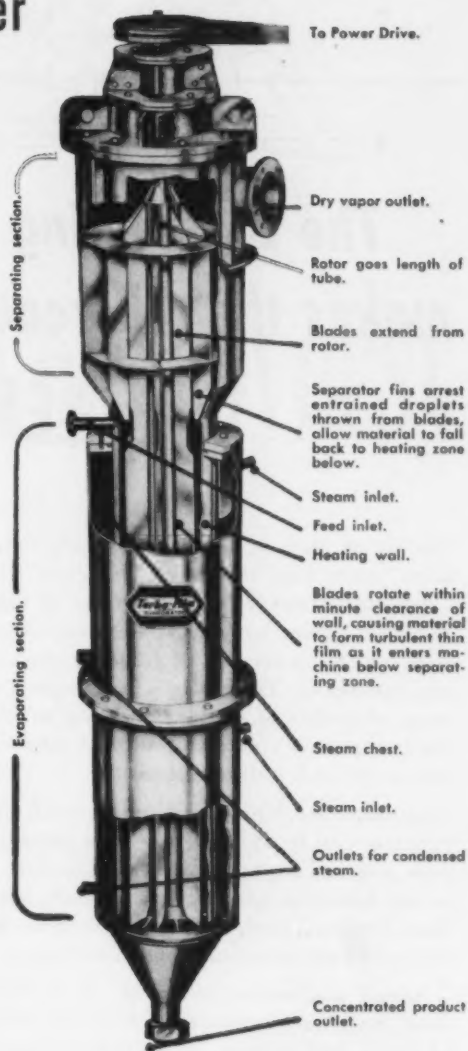
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Experiment with this unique "cooker" in our fully equipped pilot plant . . . or try it in your own plant with our portable laboratory unit.

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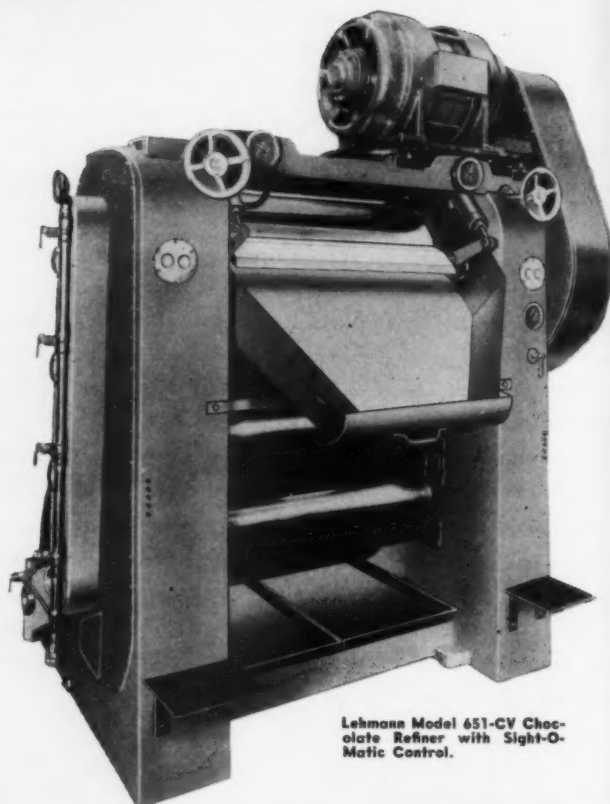
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Lehmann Model 451-CV Chocolate Refiner with Sight-O-Matic Control.



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The Chlorophyll Controversy

by WESLEY H. CHILDS

Technical Editor

RIGHT, this way, Ladies and Gentlemen, to see the Battle of the Century. Take a ring side seat. Chlorophyll, the Deodorant Champion is defending its laurels which are legion, ranging from toothpastes through soaps, shoe-trees to confectionery and food products.

Mighty punches are exchanged. Chlorophyll is on the ropes but lasts through the first round. Chlorophyll delivers counter punches but can it withstand the onslaughts of the powerful opposition? Has Chlorophyll been cornered? Will it continue as the Scourge of Halitosis, when incorporated in chewing gum, cough drops, mints, tablets, et al?

Recently, Chlorophyll suffered from a mighty blast through a speech delivered by Dr. Alsoph H. Corwin of Johns Hopkins University. ⁽¹⁾ He stated that it is improbable that chlorophyll derivatives are present in the blood stream in amounts sufficient to influence the functioning of the perspiration glands after the eating of the chlorophyll derivatives. He quoted a written statement of Mr. E. R. Weaver of the National Bureau of Standards, "In answer to a question frequently asked, we have no reason whatever to believe that chlorophyll ever has anything to do with deodorization."

Dr. Corwin called attention to the ingestion of copper and stated that consideration should be given to the consumption of chlorophyll products because of this fact.

Examination of copper chlorophyll derivatives show copper to be in excess of the quantity expected to be held in molecular bond. Excessive amounts of copper can cause liver damage. Foods containing chlorophyll derivatives are available to the public who may consume them indiscriminately.

Mr. Henry Stanton of the Rystan Co., commented that Dr. Corwin had by-passed much favorable evidence relating to the usefulness and non-toxicity of the chlorophyll derivatives.

Dr. Joseph W. E. Harrison of the Philadelphia College of Pharmacy & Science, delivered a hefty counter-blow for Chlorophyll in his report at the December meeting of the Society of Cosmetic Chemists. ⁽²⁾ He reviewed the methods used by four research organizations that cooperated in a one-year test investigating the effectiveness of chlorophyll in controlling breath odor.

Application of a method of clinical olfactory observations by four research groups established:

- (A) The use of one piece of flavored gum containing 4 mg. of water-soluble chlorophyll effectively reduces breath odor following the ingestion of onions, or beer, or that resulting from smoking cigarettes.
- (B) The use of a flavored gum containing water-soluble chlorophyll also reduces breath odor more ef-

fectively than does the use of a flavored gum without chlorophyll.

- (C) The use of an unflavored gum containing chlorophyll also reduces breath odor more effectively than does the use of a flavored gum without chlorophyll.
- (D) Lozenges containing the same quantity of water-soluble chlorophyll are likewise as effective.

The research organizations participating in the study were the LaWall and Harrison Laboratories in conjunction with the Philadelphia College of Pharmacy & Science; the School of Dentistry, University of Rochester; the School of Dentistry, University of Pittsburgh; and the Evans Research and Development Corp., New York.

The Federal Trade Commission has announced that it plans to investigate the advertising claims made for chlorophyll and products containing chlorophyll derivatives. After a study of available scientific and other data, the FTC may be expected to take such action in the public interest as may be appropriate under existing laws.

And so this Battle rages! Will the Food and Drug authorities throw a Knock-out blow? You bet your money and take your choice!

The writer's comments follow. Perhaps, you will disagree and that is your privilege, but drop us a letter with your reasons.

First, in that rather provocative article, "The Long Green,"⁽³⁾ the price was given for a potassium magnesium chlorophyll and the statement was made, that the product (chlorophyll) should be free from lead, zinc, arsenic, copper or other deleterious substance within the meaning of the F.D. & C. Act. If a copper chlorophyll derivative is the only chlorophyll derivative possessing deodorant properties, then 'clearance' should be obtained from F.D. & C. authorities before incorporating the chemical in a food product. Even though some sodium copper chlorophyll derivatives may contain not over six per cent of copper and a minute quantity, say 1/10 of one per cent of the copper chlorophyll derivative incorporated in food, equivalent to 6 mg. per 100 gms. of food, some indication of approval or disapproval from the Governmental agencies would be advisable.

Secondly, although copper is present in many foods, this does not mean that copper should be an additive. The copper content is usually expressed as milligrams per 100 grams of the edible product. Chocolate, apparently, holds the highest rank among the many confectionery ingredients, with 2.67 mg. Nuts, almonds, brazils, and pecans, range from 1.21 to 1.39 mg. of copper. These copper contents are lower than those listed for fresh calves' liver (4.41 mg.) or oysters (3.73 mg). Dr. Corwin mentioned that it is not known whether or not the body can remove copper from its complex form in chlorophyll derivatives and thus render it available for poisoning the liver of the consumer.

A somewhat analogous situation exists with regard to benzoic acid. Cranberries contain a small amount of benzoic acid, about 0.07%⁽⁵⁾ or 70 mgs. per 100 gms. But when this acid or its sodium salt is added to foods for preservation, a label declaration is required.

Lastly, obviously, we Americans believe in advertising. We purchase our ingredients from advertisers (Editor's Note—Take a few minutes out and look through the pages of *THE MANUFACTURING CONFECTIONER* and count your many friends), and we sell our manufactured products through advertising. The advertising profession

has the facility of keeping us on our toes. It alerts us to new ideas.

Although chlorophyll was not a new compound when "The Long Green" appeared, some candy manufacturers were thereby alerted to its possibilities even though the chewing gum manufacturers were already capitalizing on its properties. Provided no harmful effects result from the use of the copper chlorophyll derivatives, and none have come to the attention of the writer, it might seem that much good has come of the Chlorophyll fad. Business has been brisk and the Public has been hypnotized with the new, green, chlorophyll confections.

We are enjoying this breath taking battle. Are you?

References:

- (1). Report of Dr. Corwin's talk before the New York Section of the American Chemical Society, Chem. & Eng. News, Vol. 30, No. 50 (1952).
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- (3). W. H. Childs, "The Long Green," *The MANUFACTURING CONFECTIONER*, Vol. 32, No. 1 (1952).
- (4). Harold A. Wooster, Jr. and Fred C. Blanck, "Nutritional Data," H. J. Heinz Company. (1949).
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Conventions -- Meetings

- March 5-6—Western Candy Conference, Statler Hotel, Los Angeles, California.
- March 31, April 1-2—Point-of-Purchase Advertising Institute, Palmer House, Chicago
- April 20-23—American Management Association, Packaging Conference and Exposition, Navy Pier, Chicago, Illinois.
- April 21—Association of Consulting Chemist and Chemical Engineers, Inc., Symposium and Dinner, Hotel Belmont Plaza, New York
- April 23-24—Pennsylvania Manufacturing Confectioners' Ass'n, Production Conference, Lehigh University, Bethlehem, Pennsylvania.
- April 27-May 8—British Industries Fair, London and Birmingham, England.
- May 10-13—Flavoring Extra Manufacturers Association, Hotel Traymore, Atlantic City
- May 18-22—National Materials Handling Exposition, Convention Hall, Philadelphia, Penn.
- May 24-27—Super Market Institute, Public Auditorium, Cleveland
- June 10-12—Southern Wholesale Confectioners Ass'n, Jung Hotel, New Orleans, Louisiana.
- June 14-18—National Confectioners' Ass'n, Waldorf-Astoria Hotel, New York.
- June 14—Associated Retail Confectioners, 33rd annual convention, New York.
- August 2-6—National Candy Wholesalers Association, Conrad Hilton Hotel, Chicago.
- August 23-26—National Automatic Merchandising Association, Conrad Hilton Hotel, Chicago
- October 27—Association of Consulting Chemist and Chemical Engineers, Belmont Plaza, N. Y.

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A Glimpse and a Taste of French Confections

by ROBERT WHYMPER

ONE pronounced feature that distinguishes France and other European countries from America in their confections lies in the greater emphasis given by the former to local specialties—or, at least, to specialties given the place-name of their origin. This, maybe, is partly due to the comparative absence of national distribution of the products, though that is by no means the whole story. Another reason may be found in the fact that in France, at any rate, the fruits of the soil are taken at their seasonal prime (different, of course, in different localities) and seldom stored or refrigerated before being used in confections, though this attempt at an explanation is also open to criticism. It is quite certain, however, that many of the more famous confections of 'local' celebrity have centuries of tradition behind them, and tradition dies hard in the Old World. The same tendency to put place-names to other edibles can be seen on French 'menu' cards where 'Lyonnaises' potatoes, 'Crème d'Isigny', 'Potage St. Germain', 'Meringue Chantilly' etc., etc. occur all the time, and many of the wines and cheeses are also geographically labelled. England, too, has her Devonshire Cream, Bath Buns, Melton Mowbray Pies, Somerset Cider among a hundred others, and Scotland has

her Edinburgh Rock and her Whiskies. While this practice seems less common in the United States, it would be most invidious if Virginia Ham, New Orleans' 'Pecan Pralines', and Kentucky 'Rye' at least were not mentioned with acclaim.

At this time of writing (early November) the factories in the particularly fertile fruit-lands of Provence in France have been busily engaged in crystallising figs, pears, and melons—the green almond, apricot, and cherry season having been long past, while the oranges and mandarines are shortly to come. The making of Quince Jelly is also in full swing, and the firm jellied confections from the 'coing' (similar to 'cotagnata' of Italy) are lauded as a specialty in a dozen localities, mostly identical but equally delicious.

The crystallised fruits of Apt (the 'Apta Julia' of the Romans, celebrated in records for its 'confitures', however, only since 1342) are now internationally famous, freely exported, and everywhere popular as Christmas gifts, while crystallised strawberries (a true delicacy) have a very short life and are almost entirely consumed locally. The town of Carpentras, as large a producer of crystallised fruits as is Apt, is more famous for its 'Berlingot' or Bulls-eye

made properly from the sugar syrups in which fruits have been crystallised. The 'Berlingot de Carpentras' is said, with some justification, to be the most popular sweetmeat in France, and, though it claims to date from 1313, it actually did not exist until the introduction of commercial Sugar several centuries later or become well-known until it was particularly boosted by M. G. Eyssérie in the Paris Exhibition of 1874. The nearby town of Montélimar is, as all the world knows, synonymous with Nougat—and, whether we like to admit it or not, its Nougat has, at its best, been only approximated elsewhere, since the local fruits, almonds, nuts, and lavender-scented honey are uniquely suited to the purpose. And Montélimar Nougat dates back to the time when it was rather a jam or 'conserve' than a firm candy—at least to 1701 (according to the records) when the City Council presented to the visiting Philip V of Anjou (later King of Spain) and his two brothers, the Dukes of Burgundy and Berry, a quintal (about 100 lbs.) of its "white Nougat". After this early piece of advertising, Montélimar continued for many years to present visiting celebrities with various diminishing amounts of their famous Nougat. Today, Montélimar needs no boosting!

Among other lesser celebrities, I myself have received a gratuitous gift of an ounce or two!

Chestnuts—in the form of 'Marons glacés' and 'au sirop'—are another specialty of the S. of France and throughout Liguria and as high north as Lombardy in Italy. 'Marons glacés' are made mostly in the Midi by small confectioners though all the larger centres crystallising fruits also crystallise the chestnuts, using the large amount of defectives as broken pieces in syrup (or as 'purée') most commonly seen in America in desserts. These chestnut confections, together with a properly prepared Montélimar Nougat, the 'caramel mou' or soft caramel, the pralines, and the finer sorts of truffles are, I think, the aristocrats of French confectionery.

Descending to a slightly lower level, 'dragées' are among the most popular of candies, some factories specialising in their manufacture and once again justifying the reputation they had long held before 1940. The smooth white almond 'dragées' are especially in demand for Baptisms (but not for the babes) and again around Easter time when the children are admitted to their first Communion and all the shops are filled with pretty white and silver boxes containing white and silvered 'dragées' for the virginal 'Brides of Christ'.

The 'Liqueur Chocolates', of which one hears so much from casual visitors to France, are, however, of very uneven quality, and too little attention is usually given to a suitable chocolate coating, while the best (for which one has to pay a stiff price as at the 'Marquise de Seigné') are surely pieces of perfection. Real 'Maraschino Cherries' (also expensive) are something very different from the American synthetic variety, popular as I know the latter to be, but I have to admit that, as in the case of 'Liqueur Chocolates,' the purchaser can be very disappointed unless he goes to a 'confiserie' of renown or to a small conscientious confectioner using genuine Maraschino (and not synthetically flavored grain alcohol) and a thin coating of mild and only semi-sweet chocolate that blends with the subtle cherry aroma of the 'liqueur' most distinctive when brewed from the fruit growing in the valley of the Rhone.

Of French Hard Candies, whose number is legion as in America, I can

say without prejudice that "when they are good, they are very, very good, but when they are bad they are horrid!" The best are superior in flavour to any that I remember elsewhere (outside the Vienna of pre-war Heller), the worst indescribably horrible. Price, though usually responsible for the great variations, is not the whole excuse. The 'Bonbons de Miel' of the House of 'Pierrot Gourmand', made with real honey, are positively superb, reasonable in price, and, I claim, a masterpiece in confectionery art, while the Hard Candies of 'Le Coq Blanc' are, with few exceptions, of very high quality and quite out of the ordinary for their cost. To name only two outstanding firms may seem invidious, but a complete survey of the French Hard Candy field would need more than a short article of this kind to do it justice.

To descend to the lowest rung on the confectionery scale, Chewing Gum (even Bubble Gum) is advertised by several firms in the French technical journals, and, though a number of brands (American, French, and English) are to be found in most tobacconist's shops, I am glad to say that I have met but few ruminants in public places and have never been revolted by contact with sticky excretions parked in unexpected 'caches'.

Regarding Chocolates, there is a distinct sign of increasing Swiss influence in France, especially among Milk varieties, and Nut Milk Chocolate is certainly much more evidently in demand than in pre-war years. The coatings used on chocolate candies have not impressed me, and less care seems to be taken now than formerly in selecting a chocolate to suit the centre.

In a country proud of its long-famous floral and herbal Extracts, of which Grasse in the Midi not far from Nice is the main centre, it is not surprising that natural fruit flavours should be preferred to the synthetics in confectionery. The abuse of vanillin is, however, too common in France as in most other countries, though there is no need for this lapse from 'good taste' in this case since 'Bourbon' Vanilla Beans are plentiful and the economy supposedly gained by the use of a substitute vanillin is very considerably exaggerated. In this last connection, I would call attention to the interesting articles recently put out by 'The Vanilla Bean

Association of America,' the writer of which, Mr. Joseph R. Maxwell, can speak with authority after his long experience with Chocolate and Candy with one of the most famous manufacturers of high-class chocolates in the United States and his subsequent close association with the Vanilla Bean Industry.

The grape harvest is just over in the Midi, and some newly fermented wines are available to the expert taster though, of course, not yet fit to drink for general consumption. The new wines that I have sampled from the Cotes du Rhone and the valley of the Var give exceptional promise, and the 1952 vintage of the former especially may well prove to be the finest for several years past. The distillation of 'Marc' is also in progress, and I have visited a number of the smaller distilleries (coöperative) that can be found in almost every valley wherever grapes are pressed. 'Marc', when freshly distilled, is a potent and fiery spirit only equalled by the "potheen" of the Irish which is usually consumed almost before it has properly cooled, but 'Marc' can be a very pleasant stimulant after it has matured for a year or two, though a good 'Marc' is admittedly difficult to find unless allowed to stand in one's own cellar.

Everywhere are now the glorious red-leaved trees of the kaki or persimmon slowly shedding their leaves to reveal the plump, shiney, orange-red fruit hanging like glowing lanterns on the nearly naked branches. It is curious that so little of this valuable fruit is used in France since it is so abundant in the south and is, of all useful fruits for the confectioner, the most pectinous. In Japan one of the oldest and most popular sweetmeats, 'Yokan', is made from it—a firm jelly obtained by cooking the juice of the ripe kaki with red bean flour and sugar, and packed in split large bamboo sections some 4 inches wide and 6 inches long. The juice of the unripe fruits, highly astringent, is also used for impregnating a mould-proof, bug-proof paper that I found invaluable in the hot, damp countries. And so one thing leads to another—a bad habit that is not approved by the more serious technical confectionery journals. My last word is, however, that I find French confectionery living up generally to its past reputation for excellence!

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candy packaging

How to increase candy sales—
Code Date for Freshness

Candy Packaging Clinic

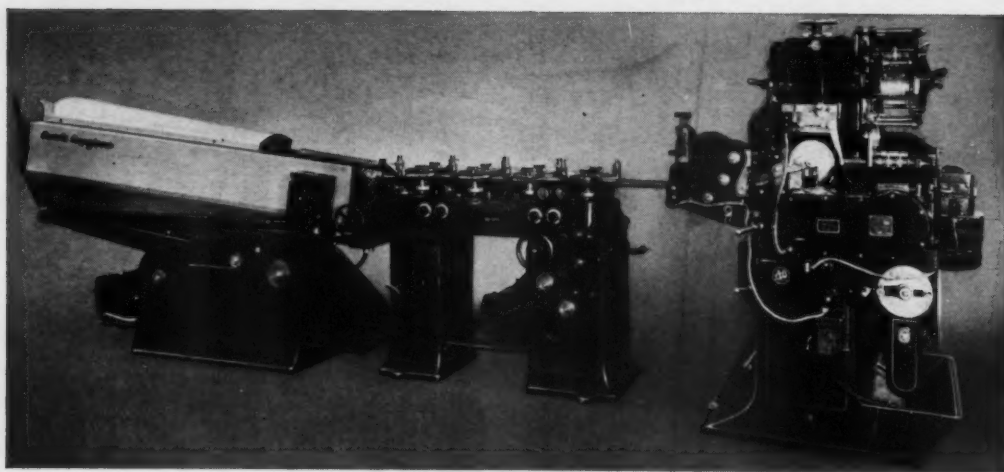
News of the Packaging Supply Field

New Candy Packages in Pictures

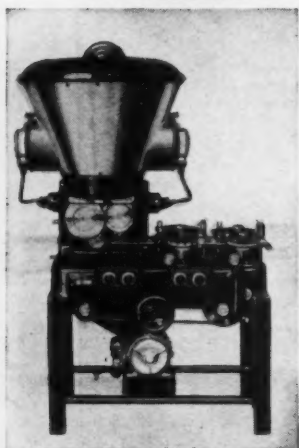
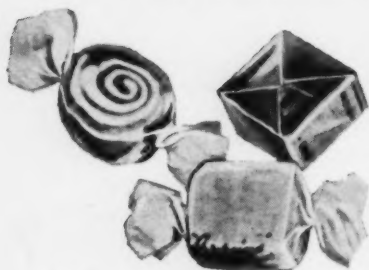
PUBLISHED BY

THE
MANUFACTURING
CONFECTIONER

FEBRUARY, 1953



High-speed **HANSELLA-FORGROVE Set-up** FOR HARD CANDY, TOFFEE, CARAMELS, etc.



HANSELLA 73-C
Vertical Batch Feeder & Sizer

For the continuous feeding and sizing of a solid rope of hard candy, caramel, toffee, etc. to any cutting and wrapping machine. It is adjustable and makes a rope of any desired thickness within 9/16" to 1-1/16" diameter. Feeding speed is adjustable from 6'6" to 78' of rope per minute, irrespective of thickness. Hopper as well as delivery and sizing rolls are electrically heated.

Here's a production set-up that more and more candy manufacturers are adopting. Unrivalled for speed and efficiency! It consists of the well-known Hansella 19-H Horizontal Batch Former, the 65-C 4-stage Rope Sizer and the Forgrove 42-B or C Cutting and Wrapping Machine. With this combination you can turn out 500 to 600 pieces of wrapped candy a minute.

THE 19-H BATCH FORMER automatically rolls and forms the batch into a continuous feeding rope. A motor-driven raising and lowering device for the trough is controlled by a push-button switch, providing easy and perfect adjustment of the feeding and forming of the sugar rope.

THE 65-C ROPE SIZER pulls the rope from the batch former, reducing it progressively to the desired diameter for feeding to the cutting and wrapping machine. Interchangeable sizing rollers, individual adjustment and speed variation ensure correct synchronization with the cutting and wrapping machine. A new stepless drive and clutch facilitate exact adjustment of the speed from maximum to stop, while motor is running.

THE FORGROVE MODEL 42 cuts and wraps caramels, toffee, or highboiled candy in the conventional shape or whirl type, fed in rope form. Makes folded or fan-tail twisted ends. Uses cellophane or special twisting waxed paper, plain or printed. Waxed paper or reinforced inner strip may also be applied. Handles one size within the following range: 5/8" to 1-1/2" long, 1/2" to 1" wide, 5/16" to 5/8" thick. Speed, 500 to 600 pieces a minute.

If desired, the Hansella 19-H and 65-C can be replaced by the Hansella 73-C Vertical Batch Feeder and Sizer, making a still more compact line.

Write for literature on Hansella and Forgrove Machines

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DENVER



Code Dating of candy packages is not restricted by type of package or product.

The "HOWS" and "WHYS" of Code Dating

by ALLEN R. ALLURED

M. C. Staff

The importance of selling candy in the freshest possible condition has been emphasized time and again. During the N.C.A. Convention last year a Customer Panel discussion was held. The Merchandising Manager of one of the nation's largest food chain stores urged that candy be code dated to assist store managers to stock and merchandise it properly.

THE "why" of coding may be broken down into the following ten basic answers:

1. to rotate stock on the retailer's shelf or in jobbers' or retailers' warehouses;
2. to facilitate pickup goods by salesmen;
3. to control product quality;
4. to reduce product-liability insurance;
5. to identify the individual packer or production line;
6. to assure consumer confidence and maintain competitive advantage;
7. to control flow of products from processing to consumer;

8. to trace consumer complaints;
9. to protect the manufacturer from law suits; and
10. to check count, quality, or weight.

Code Dating! Product Control! First In, First Out! These are all terms which are familiar to the candy manufacturers—and, for some, are practical rules. But for many they mean clichés and optimum situations.

Merchandise managers for some of the large chains—grocery and drug—claim that candy is far behind other foods in code dating. Other items, such as bakery and dairy products have been code dated for years.

In reply to our questioning, one

candy manufacturer stated: "Sure I code date—every shipping carton that leaves our plant." Obviously, that manufacturer felt that by his method he maintained control over his production, and to him that constituted all there was to the code dating problem. But what about the jobber who receives and breaks down his shipping carton? And what about the individual store that breaks down and stocks the carton's contents. How can they control the flow of the product? Also how then can consumer returns be checked with date of manufacture and production line?

These and many other questions will receive unsatisfactory answers unless more specific coding data is

furnished.

Perhaps the term "Code Dating" should be altered to "Unrestricted" or "Absolute" coding. This should include the ability to control the individual package, whether it be a six-bar pack, a single bar, a bag item, 24-count carton, or a box of chocolates or other candy.

Good product control necessitates determination of the date and, in many cases, the production line from which this package was manufactured. This is extremely important in cases where a returned carton

contains foreign material. A quick check of all packages coded from the same line on the same date will reveal their delivery whereabouts and enable the manufacturer to recall them to his plant immediately.

One large candy manufacturer whom we interviewed, is now an enthusiastic user of a code dating method by which he can pin point every single candy bar to a certain operator and a certain date. Before the system was installed within his plant, this manufacturer first dis-

(Please turn to page 25)

PACKAGING Problems are solved by CHAMPION

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A comment made by Mr. Frank L. Spreyer, Merchandising Manager, Jewel Food Stores, Chicago, appearing before the 69th Annual Convention of the National Confectioners' Association:

"We would like to compliment your industry on the good job that you have done in producing quality products and on adapting your packaging to self-service selling and for the many helpful merchandising and display ideas you have given us.

"But we have an idea that there is one more step that should be taken to make these efforts pay off in greater per capita consumption of candy and greater sales. *That step we believe is code date your candy to insure freshness.* In our business we try to keep in mind that a sale is never completed until the customer takes her purchase home, eats it, and says to herself, 'This is good. I have made a good buy.' We don't feel that the sale is completed at the cash register. Likewise we don't believe that the candy manufacturer's sale is completed when the candy cases leave his plant headed for our warehouse.

"We feel that your customer and ours must eat your product and say 'This is good' and the customer will not say that consistently unless we can make sure that the candy is fresh. If you agree that freshness is important then I guess the question remains as to how do we get the job done.

"You may say it is our job to insure that the customer gets the candy fresh. We will accept that job if you will give us the means to do it—and that means code dating your candy for freshness. This is a production problem, and in speaking of production problems, I am reminded that in our early days our business was run for the convenience of the accounting department. It was at this time that our competitors referred to us 'as those peanut stands.' It was not until we started to run our business from the standpoint of the housewife that we began to make some progress.

"I should also like to emphasize here that when we suggest that you code date your candy packages we are not asking you to guarantee the sale of your candy. All we want is help in making sure that your customer and ours gets the candy in good, fresh condition. We operate on about a two and a half week stock. When we receive candy in the cases we put a lot number on it by skid load or pallet load, and we are able to rotate our candy in the warehouse.

"When that candy reaches our store we are operating on about a week and a half total stock in the store. We have auditor marks and various other systems that store managers use to identify when that came in. So we are able to do a pretty good job of making sure the stock is rotated. Our problem occurs when the candy is put on the shelf. While we try to stress with our stock boys and the people in our stores the importance of rotation, we have no means of following through or of checking to see that the job is done because without a code we have no means of telling. *Many times fresh is put in front of old stock. Then somebody gets some stale candy.*

"I want to assure you that we are sincere in this belief that fresh candy will build sales because there have been too many other commodities that have built successful sales on freshness for us to doubt the importance of it."

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cussed the matter with his sales' force as well as jobbers and candy buyers, and found that all along the line the idea was accepted with great enthusiasm. This, they felt, was protection for everyone concerned, and required very little additional expense on the part of the manufacturer. In this plant each operator of the wrapping machine changes the code as he or she begins the day's work, and inspectors check the codes periodically during the day.

The answer to the question of how often to change codes is strictly up to the individual manufacturer. It can depend upon a variety of problems. One of the determining factors is the shelf life of the product. On a candy item with a relatively long shelf life, a manufacturer may want to change his code only every two or three months. This is especially true with some of the hard candies. In instances such as coding by pull tapes on hard candy rolls, the code date may be changed every two months, but identity of the wrapper or production line can be established and changed daily by a perforating code on the label.

With candy bars, especially if nuts are among the ingredients, the coding is changed every day. This is most helpful if at any time foreign material (such as portions of peanut vine, which have a way of surviving X-ray tests and the closest plant inspections) is found in a bar.

From the point of view of sale promotion managers, coding can be promoted to the consumer to benefit sales of the product. Many food manufacturers brag loudly about their merchandise being "Coded for Freshness." Why not the same thing for candy?

The various grocery and drug chains throughout the country are especially anxious that each sales item be coded as to date in a way their store managers can readily decipher. Much restocking of shelves in those stores is done by part time and inexperienced employees, and without proper coding the store manager has no way of determining that the unsold items are placed in front and fresh merchandise is placed at the back of the shelf. This is a mighty important problem to operators of these large outlets and only code dating can give the protec-



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the work of

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Wraps—

Now — you can cut labor costs to the bone and still greatly increase packaging production. This machine wraps at average speeds of 180 units per minute (some products — 300) Automatically! — permitting one person, in many cases, to tend and operate several machines simultaneously. You save on materials, too, as boards, stiffeners and trays need only be used as desired. Exclusive "Float" wrapping is the answer. Packages are neat and square cornered with pre-printed wrappers of any modern packaging material, perfectly positioned. Various types of automatic feeds, sealing and delivery may be employed. Product shape or type — brittle, soft, fragile or solid — present no problem, nor do number of products per single unit. Send us your product. We'll be glad to tell you how we can improve and speed-up its packaging with really effective savings



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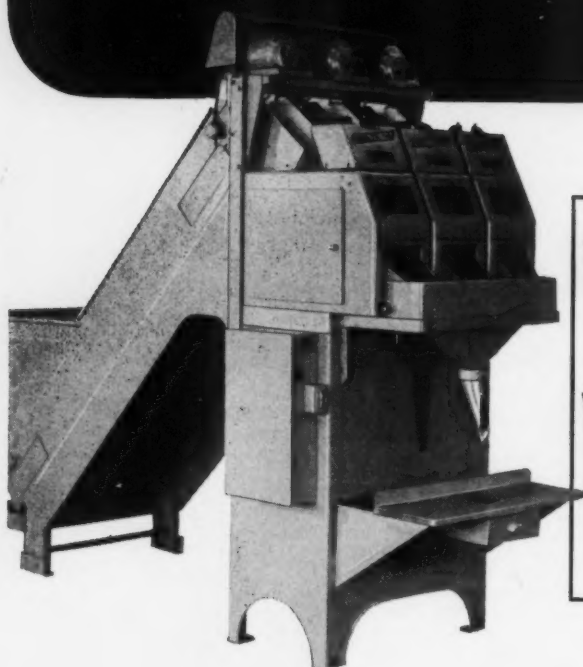
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tion that both the manufacturer and the retailer need.

We all know that if stale, unpalatable merchandise is bought by a consumer, it reflects adversely both upon the store in which it was purchased and the manufacturer whose name is on the product. The blame must be shared by both. One candy manufacturer stated: "I don't need to code date; I have very few returns."

But what that manufacturer probably doesn't know is the number of sales he may have lost; or how many of his packages have been thrown away by the consumer? It can be seen readily that after his product has left his plant there can be no watch-dog service applied to it, for he has given no evidence of what to be on the lookout for. Not many consumers will bother to write a letter or return a five-cent or even a thirty-nine-cent package. They simply shy away from that brand name and the store.

In our research on this subject of coding, or code-dating The MANUFACTURING CONFECTIONER amassed considerable data regarding the various methods and types of equipment available to confectionery manufacturers for this purpose. Lack of space prevents us from printing a complete description of all the methods, but we shall be very glad to pass along our information to any manufacturer who is interested in learning more about this merchandising development.

Briefly, there are machines to code practically every type of package. This fact is not known to all manufacturers of candy, and they have used their lack of knowledge as an excuse for not adopting coding as a part of their manufacturing method. The most general types of packages are listed below, with some "hows" for the coding operation:

Bars: Bar labels can be imprinted or embossed with an attachment on the wrapping machine. The customary use is with a printing attachment which prints a code on the label as it leaves the roll. In special cases this code can be embossed or perforated on the label.

Small Folding Cartons: Small cartons may be coded on most machines with a perforating, embossing, or printing code. Machines can be equipped or especially built to place this code on the end flaps, sides, or

Excellence



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even tops of packages. It is also possible to place the code on the inside of the end flap if the manufacturer wishes his code to be "out of sight."

Hard Candy Rolls: The code on these packages may be embossed or printed on the label in the wrapping machine. Another method used is in varying the color of the pull tape used for opening.

Flexible Packages: Bagged items can be coded in many ways. On most sealing operations coding is done by installation of equipment on the sealer bar; whereas, on other machines the code dater is installed in an ex-

tension beyond the sealing rolls. This can either be an imprinted code or heat impression code. The latter has been especially successful with polyethylene and similar type containers. In either method coding and sealing may be accomplished by one operator. The same machines can be used when a label is affixed to the bag and the code is placed on the label. Either the printed or heat-sealed method of coding can be used with cellophane, foil, glassine, waxed paper, or polyethylene. Code dating can be done on these materials whether the package is sealed on a separate machine or

in conjunction with filling, weighing or bag making machines.

Carton Overwrapping: A coding device may be installed on overwrapping machines which will perforate, print, and heat-print codes on cellophane, foil, and waxed paper. This equipment is installed on the wrapping machines, attached to the paper feeding mechanism, and is completely adjustable to place the code anywhere on the package. This applies to any type of carton, whether it be boxed chocolates or 24-count cartons.

Shipping Cases: Shipping cases can be coded from a trip-activated coder on the conveyor belt or from electric eye attachments which code different products in the same size shipping case; or, as many manufacturers do, by hand when the stenciling is done at the end of handling system.

A concise method of coding operation has been designed to fit practically every manufactured product. Also any items can be coded at almost any stage of wrapping and packing. For the best method applicable to your plant's output, consult the coding equipment manufacturer or representative in your city or write direct to The MANUFACTURING CONFECTIONER. Our files and knowledge on this important subject are always available to manufacturing confectioners.

H & D Revises "Pack to Attract"



Corrugated packages are dramatic, enthusiastic salesmen which stimulate the buying mood, put the product under a spotlight, tell a convincing sales story, demonstrate product quality, product uses, and advantages.

In a newly revised edition of "Pack to Attract," The Hinde & Dauch Paper Company, Sandusky, Ohio, emphasizes these points clearly. The book contains many photographs to illustrate the sales-winning ideas.

THE MANUFACTURING CONFECTIONER

Your Metal Package must appeal to Women

She buys most of it

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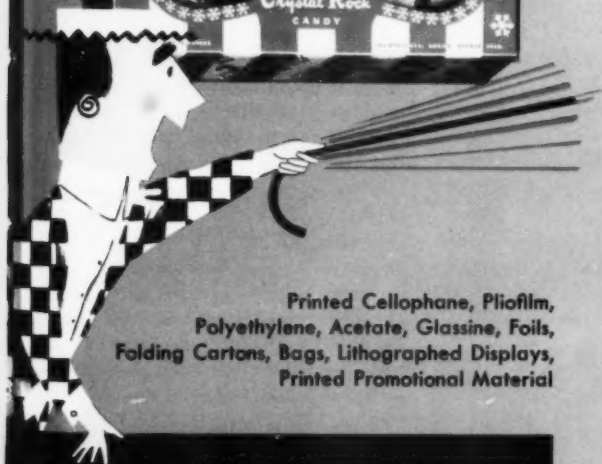


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And liquor sells quicker! ⁹⁹

Cheerful gift cartons by Milprint add extra sales at holiday time and throughout the year.



With all apologies to Ogden Nash for revising his verse, it's true that *your* product, too, attracts more eyes and sells more customers when it's packaged in a colorful Milprint carton! That's because a Milprint carton combines sales-stimulating design and fine printing craftsmanship to create "sell-on-sight" package appeal.

Why not let Milprint lithographed cartons help move your product off sales counters faster! Call your Milprint man—*first!*

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Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING



The panel which examined the packages and reported in this month's Candy Packaging Clinic was made up of the following members:

Mr. Charles Nickel, Candy Buyer for H. C. Bohack Co.

Mr. Theodore Anderer, Manager of the Candy Department of Gimbels, New York

Mr. W. V. Schusterman, Packaging Designer

Mr. Stanley E. Allured, Editorial Staff of The Manufacturing Confectioner

Miscellaneous packages examined by —

The Candy Packaging Clinic

Code PK 1A53 Chocolate Coated Pieces One pound—\$1.35

Description of Package: Full telescope box, printed pink and brown on white. Diagonal lines in background with trademark and illustration of product in brown and title of box in pink. This is a two-layer box with embossed cellulose wadding and waxed paper sheet over the top layer. There is also an insert describing the coating from the manufacturer. Each piece of candy is cupped in brown glassine.

Analysis: The over-all design of the package is very good. It gives the appearance of a high quality product and, at the same time, the distinct feeling of a candy package. It is felt that the trade name is not descriptive of the candy. This trade name is very poorly lettered and is almost illegible from eight to ten feet. It was also felt that the design lacked unity and emphasis. There are three units, the illustration, the trade mark, and the trade name, and they all compete for attention. One of them should have been made more dominant so that the eye would naturally travel from one to the other.

It was suggested that it might be well to illustrate a cross section of the contents or an uncoated piece of candy to indicate in greater detail the type of candy inside.

The four side panels of this box should have been used to help the display. When the boxes are stacked flat, the front panel is absolutely blank. At least the trade name should have been placed there.

In a package of this quality and in this price range, the wadding should have been embossed with either the trade mark or the trade name. It was suggested that instead of brown cups for each individual piece, some lighter color might have been used to continue the design of the cover into the inside of the box.

The findings in this box were far above the average. This package had the best design and the best protection value of any analyzed by this panel.

Code PK 1G53 Moulded Goods 13 ounces—\$1.75 Box Sent in for Analysis

Description of Package: Full telescope, one layer clear acetate box. A flat chipboard panel was on the bot-

tom with six foil wrapped pieces inside. A gold colored ribbon tied the box. The only printing on the box is the manufacturers name in gold. There is an insert on the inside showing through, which gives the description of the candy, ingredients and the manufacturer's name.

Analysis: The elements of design are primarily the candy showing through the clear acetate cover, the gold ribbon, the manufacturer's name stamped in gold and the gold colored insert giving the list of ingredients and the manufacturer's name. There is actually no title or trade name to the box and the panel feels that this is a distinct weakness. Also the chocolate rubs on the acetate, leaving marks on both the acetate and the chocolate, giving a dirty appearance to the box. The chocolates as seen through the cover give the appearance of filled chocolates and the word candy is prominently displayed. Since these are solid chocolates, this should be very clearly stated in the title.

From the standpoint of protection of the contents, the box is very poor. The gauge of acetate is much too thin to be rigid and, in fact, was cracked on three corners when it

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was received. Even if the box was not damaged, it is much too flexible for packing candy.

The layer board on the bottom of the box is a very poor quality. The panel also felt that if the gauge of acetate were heavier, and if a better seal were made, some emphasis on re-use value of this container could be made.

Code PK 1B53

Package of Lollipops
6½ ounces—29c

Description of Package: Full telescope window box. Two windows running horizontally across the top of the package with a wide panel between them. It is printed in green, red, yellow, and black on white board. It is a two-layer box of pops with the top layer held in place with a divider so that the pops themselves show through the window but the center panel hides the sticks. The bottom layer is packed loosely.

Analysis: The panel considered this a good design and an effective one. However, they feel that the closure was quite poor since there was just a strip of cellophane tape on each end. They also felt that there should either be a cellophane overwrap to this package or the windows should have an acetate covering. As it is, they are merely die cut.

This appears to be a well-filled package. However, though there are 22 pops in this package, there are only 12 on the top layer which is all the consumer sees. It was suggested that it might be wise to indicate prominently the number of pops in the package.

It is also felt that the use of black for the trade name was a very poor practice. It is hard to understand why black was used for the trade name when there were three other colors in the design that could have been used. This is particularly true on the side and end panels.

Code PK 1C53

Chocolate Bar
11 ounces—39c

Description of Package: Bar of chocolate divided into ten sections, in a plain heat sealed cellophane wrap. A light weight cardboard wrap is folded around this bar, horizontally, covering the top and bottom edges but not the ends. It is die cut on the top, exposing about 60% of the surface of the bar and covering all of the back of the bar. It is



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printed blue on white board.

Analysis: This is a very cheap package in both cost and appearance. The board is of the cheapest variety and is more gray than white. The shade of blue used is very unappetizing and dull. The design appears quite cluttered without any center of interest or emphasis. There are several design elements, none of them strong and all fighting for attention. This package is not sufficiently strong to hold this product. The vertical panels are too weak and where they join the edges, they are very easily torn. Since the ends are not protected by the board, the heat seal of the cellophane is easily cracked and split.

Code PK 1D53

Toffee

8 ounces—39c

Description of Package: Folding box with oval window, printed blue and brown on white. Candy individually wrapped in foil and cellophane.

Analysis: This design is considered a very effective one for this product. The colors are pleasant and warm. The trade name and manufacturer's name are very clear and legible. The combination of the vertical and horizontal lines, together with the oval

which has a printed scalloped edge, makes a very pleasing design combination. The use of the complete trade name on both end panels and side panels is very good.

Code PK 1E53
Bagged Candies
One pound—49c

Description of Package: Cellophane bag, heat sealed on top, printed red and black on white.

Analysis: This bag definitely had too much product in it. It was stuffed full and the candy was pushed very tightly together. The protection value of the bag was very poor as this was a light weight cellophane and cracked very easily at the seal. It should have been a double walled bag, particularly since the product had lost most of its flavor when it was purchased. The trade name itself was small and very hard to read. It should have been bigger and clearer. There also should have been more printing on the bag as it appeared much too plain. It would have been particularly effective to have a panel of color on the bottom of the bag, perhaps at the top.

It was felt that the choice of the black was poor and that a bright

shade of blue would have added a great deal to the effectiveness of the design.

Code PK 1F53

Caramels

One pound—39c

Description of Package: Plain double wall cellophane bag. Contents individually wrapped in cellophane with a label heat sealed to the top of the bag. The label printed green and red on white.

Analysis: The label should have been shorter as it extended beyond the edge of the bag, and, therefore, the edges were torn and dirty looking. The panel felt the choice of color was poor. The red and green gave a definite Christmas appearance to the label and this effect was heightened by the design in the trade mark. Since this package was purchased several weeks after Christmas, this color scheme gave a distinctly left-over-from-the-holidays effect.

A saddle label is not very effective with this type of bag or this type of product, particularly for stacking purposes. The panel suggested the manufacturer consider a printed bag to give better trade name recognition.



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A typical Letty Lane mass display of candy packaged in cellophane bags for Supermarket selling. The colorful candies are clearly visible and easily identified. Price spots are prominently indicated on each bag. Inset shows the ease with which bag can be opened with the convenient Zip Tape.

Sales Appeal with a ZIP!

A STAFF REPORT

EVER since the development of cellophane, packaging in transparent films has been used as a major merchandising technique. Recently a revolutionizing new development was introduced into the field of cellophane packaging. The Dobeckmun Company perfected the application of quick-opening Zip Tape to flat cellophane bags as an easy opening device. Zip Tape is the now familiar opening device that first appeared on cigarette packages, and more recently has been widely used to open millions of packages of chewing gum, cough drops, and many other confections sold in more or less rigid-type packages.

The first customer of the new Zip Tape opened cellophane bags was the Letty Lane Company of Westville, New Jersey, manufacturers and distributors of Letty Lane Candies. This merchandising-conscious six-year-old firm packages and distributes thirty-nine varieties of candy to more than eight thousand grocery stores in the East in fifty company-owned trucks. Adopting the Zip Tape bags as soon as they had been perfected is typical of the alert merchandising techniques which have resulted in the phenomenal growth of Letty Lane. The secret of the company's success, according to Leonard Wolf, one of the founder's sons now active in the busi-



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ness, has been the ever-changing up-to-date mass display techniques and the successful use of cellophane packaging. Their entire packaging program is built around the effective use of cellophane.

To emphasize the importance of good packaging, Mr. Wolf had this to say: "Using both printed bags and overwraps, Letty Lane packages its complete line in cellophane. Each package is smartly printed in colors to match or contrast with the candy it contains. Since candy is basically an impulse-buying item, product visibility is a major determining factor to the purchaser. Therefore, delicious looking candies in packages which display all the colorful contents, create an impulse to buy right on the spot."

Candy merchandising is not left to chance. Candy racks are especially designed and positions in the stores are planned to maximize sales. Salesmen are trained in color control and to arrange displays of colorful bags of candy in a manner most attractive and appealing to the eye of the customers. When a salesman sets up a Letty Lane mass display, the colors and the packages play an important part in the sales appeal of the display.

Another important sales factor is the prominence given to the brand name featured on each package. The family-style design used on all packages promotes brand identification. Equally important is the policy of having each individual candy item identified on the package. To avoid disappointments, the candy is briefly described on the package—even to the centers and fillings. This practice, the Letty Lane people believe, helps build brand confidence.

The by-word of the Letty Lane company is "fresher candies for more eating pleasure." The moisture-proof characteristic of cellophane packaging, keeping the candies at the peak of freshness, offers another big selling point, and is consistent with the all-important freshness policy. In addition, constant store servicing is a *must*. The reputation for consistent good quality and freshness has contributed much to the rapid growth of this company.

The design of the Letty Lane family of packages has been adopted with supermarket mass displays in mind. Realizing the importance of providing identification to conform with methods and modes of merchandising is an important factor in packaging. The packages have a printed price spot on the side in order to take advantage of the fact that in most grocery and drug outlets bags are displayed with a side toward the consumer.

It is encouraging to note that more progressive candy companies are planning their packages to embody the design principles emphasized by the Packaging Clinic in the August issue of Candy Packaging, and are benefiting through increased sales. The Clinic found two very important considerations missing from many of the packages examined—that of effectively utilizing the space on the side of the package for brand and product identification, and the use of a well-located price spot. The Letty Lane Company has incorporated both these principles to excellent advantage, and, in the words of Leonard Wolf, "Letty Lane can be expected to continue to be the leader in adopting future packaging innovations that will aid in the better merchandising of its products to the consumer."



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Boat or card or no card wrap. Write for
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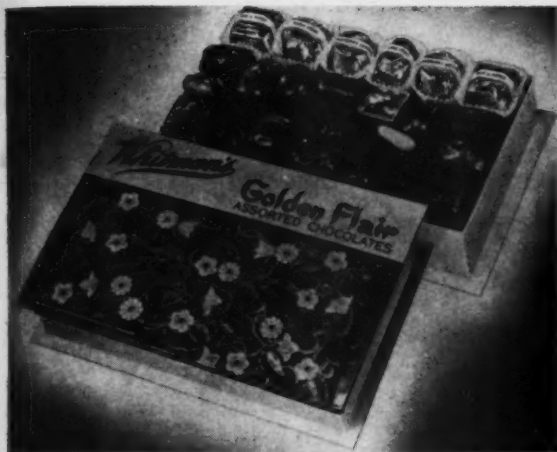
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Candy Packages

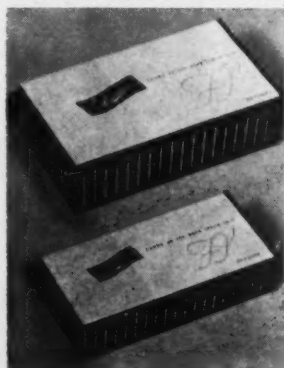


"Golden Flair" is the latest addition to the Whitman's famous line of quality chocolates. Styles by one of the foremost package designers, the striking design in golden floral effect dominates the box.



Above, is the Laura Scudder bag of "Candied Delights." Created by Shellmar Products for the Scudder company, the printed bag carries the company's symbol—a perky blue bird with top hat and cane.

Below, is the new line of candy boxes designed by Sutherland Paper Company for Fred Sanders of Detroit. Manufactured of specially treated paperboard which prevents stain penetration, the two-color design is printed with semi-gloss ink.



The package is the thing, when merchandising conscious manufacturers of confections and packaging supplies get together to design and build a new, better package with which to tempt the buying public.

Whether it's strictly for the carriage trade or a super market item, the candy package must first tell the customer what's on the inside. And forward-thinking confectionery manufacturers should never underestimate the power of a package.

Here we present a few new ideas in candy packages which have recently come off the designer's board into production.



Giant sized display bag, four feet high, effectively used for point-of-sale display, makes its counter brother look like a miniature. Created for Hershey by the Lassiter Corporation, the big bag contains 25 pounds of chocolate candy.



The Reese Candy Company proved by testing that more sales result when the consumer sees what he is buying. Hence, the Peanut Butter Cups are now cellophane wrapped and packed in a new self-display carton.

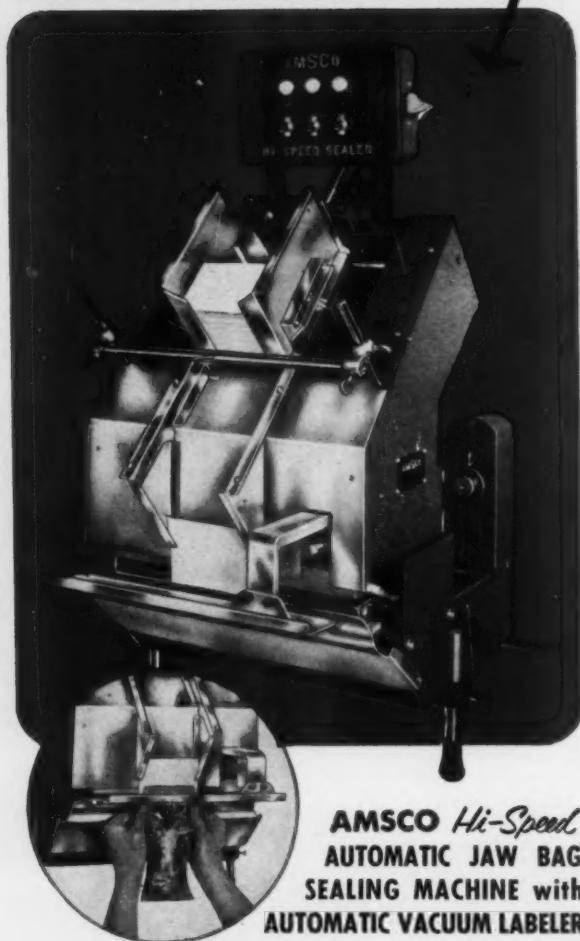


Above, a new window box, printed in red and white, featuring the Spangler Candy Co.'s Vanilla Cream Peanut Cluster. Box is manufactured by the Sutherland Paper Co.

Below, DeMet's, Inc. are packing their "Riviera" assortment chocolate in a box which shows sketches of French resort scenes against chartreuse and coral stripes. The design was lithographed by Milprint, Inc.



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News of Associations

● The Executive Committee of the Association of Manufacturers of Confectionery and Chocolate has set the date of Tuesday, February 10, as the time to meet, as is its yearly custom, and pay tribute to one of its outstanding members. The choice for the "man of the year" was overwhelmingly decided in



Mr. O'Connor

favor of David ("D. P") O'Connor of Penick and Ford, who will be this year's guest of honor.

The Dinner Committee has arranged that this gala affair be held at the Biltmore Hotel in New York, and it is expected that a capacity crowd will be on hand to help in the celebration.

● Western Candy Conference, which includes candy manufacturers and allied industries from the eleven western states, will be held at the new Statler Hotel, Los Angeles, March 5 and 6. The second annual Western Candy Exposition will also be held in conjunction with the two-day meeting. The exhibit is expected to attract more than a thousand visitors. Mr. Clarence Mathais, Bishop & Co., Inc., Los Angeles, is Convention Chairman.

● The Chicago Candy Production Club held its annual election at the January meeting in the American Furniture Club. Officers elected were: Ed Heinz, president; George Heath, vice president; Hobart Thurber, secretary; Johnny Clark, treasurer. Elected to the Board of Directors were Cal Rutt, Riggi Candy Co., Pat Cosler, Quartermaster Department, and Jack Connor, Wabash Fibre Co.

● Bakery and Confectionery Workers' International Union of America had a prize-winning entry in the Tournament of Roses held in Pasadena on New Year's Day. The float, "The Good Ship Lollypop," featured a chocolate boat on a gum drop sea with eight attractive girls propelling the float with vericolored lollypop oars, while a sweetpea sail suspended from a candy cane mast provided added motive power to the ship.

● Southern Wholesale Confectioners' Association and its active convention chairman, James J. Reiss, of the Purity-Reiss Candy Co., New Orleans, are deep in plans for the Association's 30th Annual Convention and Candy Show to be held June 10-12 at the Jung Hotel, New Orleans. According to Alice

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282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.

J. Erickson, Executive Secretary, reservations will be made at the hotel, and blanks are being printed now and will be ready for distribution very shortly. Plenty of space for everybody in the air conditioned Jung, and final details are being added to the Convention and Candy Show plans.

● The Boston Section of the American Association of Candy Technologists meet at Smith House, Cambridge, Massachusetts, Tuesday, January 13, 1953. The subject for the evening, "The Detection of Foreign Materials in Foods," was discussed and demonstrated by H. B. McLendon of the Radio Corporation of America and R. H. Fletcher of the X-Ray Division of General Electric.

● Associated Retail Confectioners held a one-day shirt-sleeve conference at the Commodore Hotel in New York on January 18. The sessions, conducted by Joe Oliver and Gus Pulakos, gave members an opportunity to discuss their problems and receive advice and new ideas in merchandising and candy production.

American Association of Candy Technologists

Section Meeting Schedule

Boston Section - D. G. Mitchell, Secretary

February 10, 1953 - Dinner meeting

March 10, 1953 - Dinner meeting

April 14, 1953 - Dinner meeting

Smith House, Memorial Drive, Cambridge, Massachusetts

Chicago Section - Ed. Heinz, Secretary

February 17, 1953 - Dinner Meeting - speaker: Shelby T. Grey

March 17, 1953 - Dinner Meeting - speaker: Lloyd E. Slater

April 15, 1953 - Dinner Meeting

May 19, 1953 - Dinner Meeting

Furniture Club, 666 Lake Shore Drive, Chicago

Philadelphia Section - Hans F. Dresel, Secretary

Dates for dinner meetings to be set later.

September 15, 1953 - Full Day Sanitation Seminar at the Penn-Sheraton Hotel, Philadelphia

New York Section - Edward W. Meeker, Secretary

February 12, 1953 - Dinner Meeting

March 12, 1953 - Dinner Meeting

April 9, 1953 - Dinner Meeting

May 14, 1953 - Dinner Meeting

Busto's Restaurant, 11 Stone St., New York City

OTTO SCHNERING DIES

Mr. Otto Schnering, 61, founder and president of the Curtiss Candy Co., died suddenly of a heart attack early in January, at his home at Cary, McHenry County, Illinois.



Mr. Schnering

A native Chicagoan, Mr. Schnering began the highly successful candy manufacturing business which he headed, in a single back room on the second floor of a hardware store on Chicago's North Clark Street. He

was one of the first candy manufacturers to put out a 5 cent bar, individually wrapped and carrying a brand name.

Among the many outside activities in which Mr. Schnering participated, none was closer to his heart than his great interest in the youth of this country. He was honorary president of the Boy Scouts of Evanston, having succeeded the late General Charles G. Dawes. His death came within ten minutes after he had telephoned in a \$1,000 contribution to the Chicago Boys Club in answer to a television fund raising program for the club, which he was viewing from his home.

● Dr. Kurt Kulka, research chemist for Dodge & Olcott, Inc., addressed a group of students of aromatics at New York University's Division of General Education. The subject, "Natural and Synthetic Flavor Aromatics," included a discussion of the various groups comprising these aromatics.

It has also just been announced that Dr. Kulka has been elected to the New York Academy of Science.

Sales-building!

Candy LABELS

by **TOMPKINS'**

High Quality
Low Price
Quick Service

Anything in CANDY LABELS

MAIL COUPON for complete information

☐ Send samples of Sales-Building Candy Labels.

☐ Submit Sales-Building design for our Candy. (attach label or copy)

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Address _____

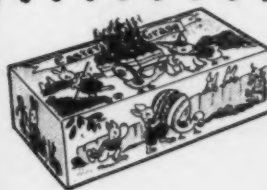
City _____

Zone _____ State _____

TOMPKINS' LABEL SERVICE

Dept. K2 Frankford Ave. at Allegheny Ave. Philadelphia 34, Pa.

COOPER-STYLED FOLDING CANDY BOXES BOOST EASTER CANDY SALES



Write or wire
Dept. "M" for
Illustrated
Price List.



COOPER

PAPER BOX CORPORATION

Dept. "M" • Buffalo 4, N. Y.

Speed Makes The Difference! 450 CARMELS CUT and WRAPPED EVERY MINUTE

with

IDEAL HI-SPEED WRAPPING MACHINE



Speed that's always dependable—
Safety that can be counted on—maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

Established 1906

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN, NEW YORK, U. S. A.

CANDY PACKAGING

Published bi-monthly by
THE MANUFACTURING CONFECTIONER PUB. CO.
 418 NO. AUSTIN BLVD., OAK PARK, ILL.

Publishers of
THE MANUFACTURING CONFECTIONER • THE CANDY BUYER'S DIRECTORY
THE CANDY PURCHASING EXECUTIVES BLUE BOOK

Editor & Publisher
 P. W. Allured

Managing Editor
 Alice W. Burnham

Advertising Offices:

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 Stanley E. Allured
 303 W. 42nd St.—Circle 6-6456

OAK PARK, ILLINOIS
 Allen R. Allured
 418 No. Austin Blvd.—EUclid 6-5099

FEBRUARY

1953

Supply Field News

● **Ed Westervelt**, Eastern Sales Manager of the Package Machinery Company, with headquarters in New York, passed away suddenly on December 31. Mr. Westervelt had been with the Company 26 years, and was well-known and highly regarded throughout the packaging field. His passing was a great shock to his associates and many friends in the trade.

Lewis A. Curtis, who recently returned from Korea where he served as a Colonel in the Air Force, has been appointed New York Sales Manager.

● **Empire Box Corporation** of Garfield, New Jersey, held its 15th Annual Christmas Party for employees and their guests on Saturday evening, December 20, 1952, at the Belmont Park Auditorium in Garfield. More than 400 persons attended the affair, which featured the distribution of Christmas bonus checks totaling more than \$20,000 to 300 employees of the company.

● **Milprint, Inc.**, has installed a new Harris Lithography press of the largest size made, according to

a recent announcement made by Jack Roser, superintendent of lithography production. The press is equipped with special humidity and temperature controls, and can take a paper sheet 52½ by 77 inches.

Mr. John A. C. March has been appointed as manager of the Carton Sales Division of Milprint, Inc.

● **The Dixie Wax Paper Company**, Dallas, is soon to open its third plant in Washington, New Jersey, according to an announcement made by Louie C. Kimple, president. The new plant is housed on one floor, and officials feel that the planning for machinery and working operations of the plant will follow but improve upon the mass production technique originated and developed exclusively by them in the Dallas and Memphis plants.

● **American Coating Mills Corporation** of Chicago, has appointed J. H. "Jack" Reichart as Sales Promotion Manager. Mr. Reichart has been with the company since 1946, and has served in Elkhart, Indiana, and Cleveland before moving to the Chicago office.

● **Cello-Master, Inc.** has provided a non-moisture-proof cellophane wrap for the Bortz Chocolate Novelties, Inc., Reading, Pennsylvania, Easter Bunny. This type cellophane proved to be especially adaptable to this kind of packaging, inasmuch as it remains "free-flowing and block-proof under all temperature and humidity conditions."

CODE DATERS
NAME MARKERS
PRICERS

Gummed Tape Printers
For The Candy Industry

Write for information

KIWI CODERS CORP.
 3894-86 N. Clark St., Chicago 13, Ill.

RIBBONS
 for your *Candies*

Satins • Moires • Taffeta
 Gros-Grain • Rib-on • Nit
 Rayon and Chiffon

R. C. TAFT CO.
 111 NORTH CANAL STREET
 CHICAGO 6, ILLINOIS

BAGS ROLLS SHEETS

We manufacture cellophane and polyethylene bags, rolls, and sheets. Plain or printed, low cost, guaranteed quality, prompt delivery. Samples and prices on request.

**"To Sell Well
 You Must Bag Well"**

BAGWELL, Inc.

172-02 39th Ave., Flushing 58, N. Y.
 Tel. Flushing 8-1664

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INCREASE MACHINE EFFICIENCY



...with tailor-made **Riegel** papers

A few things **RIEGEL**
can do for you . . .

- ▶ Keep products dry
- ▶ Keep products moist
- ▶ Retard rancidity
- ▶ Seal with heat or glue
- ▶ Provide wet strength
- ▶ Stop grease penetration
- ▶ Retain aromas, flavors
- ▶ Resist extreme cold
- ▶ Reduce breakage
- ▶ Prevent sifting
- ▶ Protect from light
- ▶ Resist alkalis
- ▶ Resist corrosion
- ▶ Boost machine efficiency

TO KEEP your packaging costs down, keep your machine speeds up. That's an axiom that calls for close cooperation among packaging engineers, machinery engineers, and packaging paper engineers. Over and over again, Riegel has helped boost machine efficiency by providing tailor-made packaging papers with just the right strength, sealing properties, formability and closely controlled uniformity. Invariably the paper must also provide many of the protective functions listed at left. Whatever your packages may need, Riegel can develop the right papers . . . quickly, efficiently, economically. Write to Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

Riegel

FUNCTIONAL PAPERS FOR PROTECTIVE PACKAGING

▶ WRITE FOR SAMPLE BOOK

FOR GREATER SALES...

capture the mood of your product with Shellmar packaging

Surround your product in an atmosphere of quality . . . build customer confidence . . . boost new and repeat sales with Shellmar packaging.

Here, for example, Hollingsworth's "My Hobby Box" gets the unusual packaging touch it deserves. A striking blue cellophane liner printed in red and white depicts scenes from outdoor sports. A plain cellophane "drop in" with gold printing identifies each piece of candy in the assortment. It's a perfect combination of a fine package and a fine product—the sort of thing Shellmar does best.

For help in creating an outstanding package for your bar, bulk, or box candy—call in a Shellmar Packaging Counselor soon.

Shellmar Products Corporation • Mt. Vernon, Ohio

Plants: Mt. Vernon and Zanesville, Ohio • South Gate, Calif.
Columbus, Ga. • Mexico City • Medellin, Colombia • Sao Paulo, Brazil



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Confectioners' Briefs

● **Edmund Littler, Sr.**, Chairman of the Board of Walter M. Lowney, Company, Ltd., Montreal, recently celebrated his Golden Anniversary in the confectionery business. His many friends and associates attended a celebration dinner in honor of the occasion at the Queen's Hotel in Montreal.



Photo shows Harry E. Foster, left, president of the Harry E. Foster Advertising Limited, presenting to Mr. Littler a photo of himself and Mayor Houde, Montreal, taken during a visit to City Hall where Mr. Littler was invited to sign the Golden Book of the city.

● **Wallace H. Shape and Clyde de Force** have announced their resignation from the staff of Reed Candy Company. Both men will disclose plans for future activities at a later date.

● **The David Jaret Co.**, Brooklyn, New York, has recently sold the J. Eddie Candy Company of Bridgeport, West Virginia to Alvin L. Larson of Bayside, New York. The plant is located in a new four story brick building on Route 50. Its candies and baked goods are carried by a fleet of new delivery trucks directly to the 350,000 families served. The purchaser has been connected with the Continental Baking Corporation for 25 years.

● **F. Russell Clarke**, Controller of Bowey's Inc., Chicago, has been elected to membership in the Controllers Institute. The total membership of this non-profit organization of controllers and finance officers from all lines of business exceed 1,000.

● **Bunte Brothers'** old timers—31 of them—gathered for a surprise luncheon given to a fellow worker, Paul Piazza, who retired the first of this year after 49 years of service at the Bunte factory. Mr. Ferdinand A. Bunte, president, added a token of



It's plain to see why
Confectioners are starry-eyed!



See how much better
your candies will taste!

Make 'em with KRIST-O-KLEER . . . and you'll be in heaven! Because KRIST-O-KLEER Invert Sugar controls moisture—it helps keep the fresh flavor from drying out of candies.

See how much better
your candies will look!

Naturally, with KRIST-O-KLEER! Because it helps regulate moisture, KRIST-O-KLEER preserves the original, perfect texture of candies. Helps keep candy fresh-looking longer.



See how much better
your candies will keep!

Keep on using KRIST-O-KLEER! Candies made with KRIST-O-KLEER stay fresh longer, because this uniform invert sugar helps retain moisture, even when candies are exposed to air and low humidity.



Order today from National's full line of
KRIST-O-KLEER invert and partial invert sugars.

THE NATIONAL SUGAR REFINING CO.
New York, N. Y. and Philadelphia, Pa.

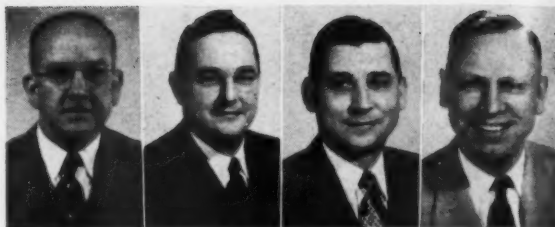
company appreciation for the years of faithful service which Mr. Piazza had given.

● **Up To Date Candy Manufacturing Co.** has announced the election to the office of treasurer of Norbert Kellman, former controller; and Jack Green has been appointed sales manager of the company as well as its wholly owned subsidiary, Arden Candies, Inc.

● **William M. Noon**, vice president in charge of sales since 1948, has been elected president of Stephen F. Whitman & Co., Philadelphia. He succeeds Louis L. McIlhenney, president since 1926, who will remain as board chairman. Mr. Noonan will continue to direct sales for the company. At the same time Thomas H. Sharp was elected as executive vice president.

● **Herman Schmidt**, sales manager of the World's Finest Chocolate, Inc., Chicago, took plenty of "sweet talk" to President Eisenhower when he went to Washington to attend the Inauguration. A giant bar weighing 25 pounds was presented to the new President. The bar was inscribed in part: "Made especially for Mr. President Dwight D. Eisenhower, Hope of the Free World."

● **N. F. Fiske**, president of Fine Products Corporation, Augusta, Georgia, manufacturers of candies bearing the trademarks Hollingsworth's, Nunnally's and Sweetly Yours, has recently announced the promotion and election by the Board of Directors of several of the younger officers of the concern, who will be directly under Earl C. Hollingsworth, executive vice-president.

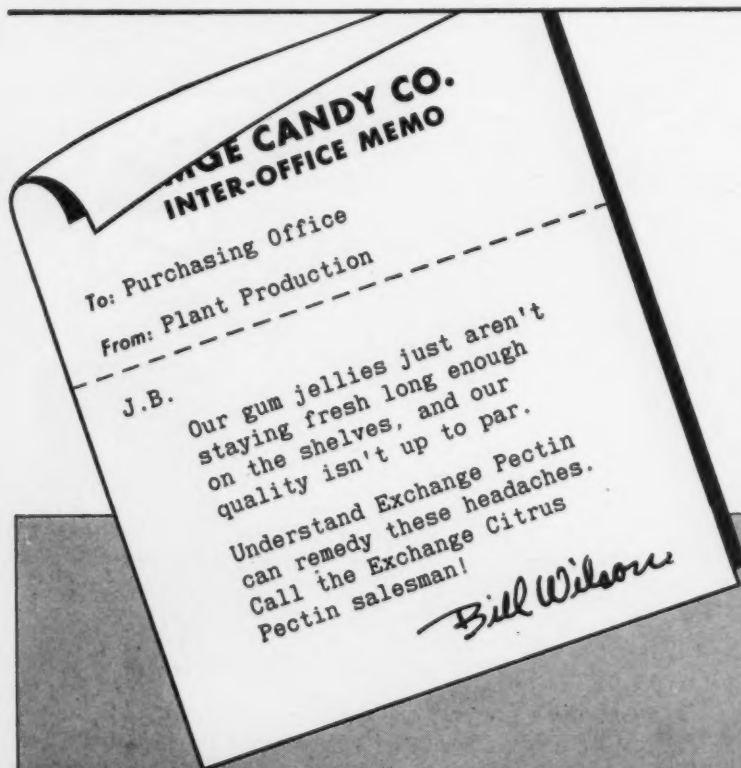


Left to right: Julian Fluke, formerly secretary of the firm, will continue in that capacity with the additional title of vice president, and will also serve on the Executive Committee; S. O. Maguire, Jr., who has been sales manager of Nunnally division, becomes vice president; J. E. Dean, who has been the Nunnally representative in South Carolina, is now assistant sales manager; Virgil Hollingsworth, Jr., who has managed advertising, art and printing, becomes vice president in charge of advertising and printing.



Left to right: R. L. Magruder, former sales manager of the Sweetly Yours division, becomes vice president; H. H. Chandler, special representative of the same division, is promoted to assistant sales manager; V. L. Tharpe has been made superintendent to succeed J. M. Guest, who is retiring due to ill health; and D. G. Muse has succeeded Mr. Tharpe in the position of assistant superintendent.

All manufacturing is directly under J. W. Slaughter, who continues as production manager.



For superior quality gum jellies that stay fresh months longer, always specify...



**CITRUS PECTIN
FOR
CONFECTIONERS**

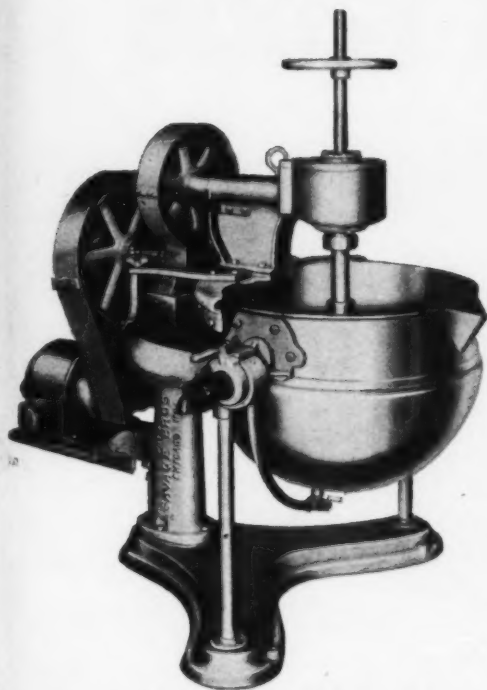
Write for information and free sample
SUNKIST GROWERS
 PRODUCTS DEPARTMENT • ONTARIO, CALIF.
 400 W. Madison St., Chicago 6, Ill.
 99 Hudson St., New York 13, N. Y.
 318 Cadiz St., Dallas 2, Texas

USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD

UNEQUALLED FOR PERFORMANCE SAVAGE PATENT TILTING MIXER

Model F-6

Years of Experience Has Led to The Production of This Machine



The Savage Patent Tilting Mixer is a marvel of strength, durability and convenience. Now constructed with bevel gears totally enclosed. Unequalled in its adaptation to the requirements of the candy maker. Time and labor saving. It is standard of quality and performance for the Candy trade.

The Savage Patent Tilting Mixer is the very best steam kettle and mixer made for the manufacture of caramel, fudge, nougat and products that will pour. Also recommended for heavy stiff batches such as Jap cocoanut and cocoanut mass.

Made in following sizes:

35 gal. with copper kettle

50 gal. with copper or stainless kettle

Direct Motor Drive—Totally Enclosed Bevel
Gears—Roller Bearings—Oil Seal

Further information on request

A FEW SPECIALS IN REBUILT MACHINERY

National Steel Mogul with three Depositors
50 gallon Model F-6 Savage Tilting Mixer with stainless kettle.
Model K #3 Savage Fire Mixer.
50" two-cylinder Werner Cream Beater.
1000 lb. Werner Syrup Cooler.
200 lb. Savage Flat Top Marshmallow Beater.

600 lb. Continuous Cooker with two 60 gallon kettles.
Simplex Gas Vacuum Cooker, also Steam
Form 6 Style R and Form 3 Style D Hildreth Pullers.
6' and 7' York Batch Rollers.
2000 lb. and 1000 lb. National: 1200 lb. and 600 lb. Racine Chocolate Melters.

SAVAGE BROS. CO.

M. A. Savage, President • Richard J. Savage, Jr., Vice President

2638 GLADYS AVE.

CHICAGO 12, ILL.

Since 1855



National Advertising

The following National Advertising listings have been compiled and arranged as an informative service to the confectionery industry.

Information on magazine advertising expenditures is printed by The MANUFACTURING CONFECTIONER with the special permission of Publishers Information Bureau.

The radio advertising table is compiled and arranged by the staff of The MANUFACTURING CONFECTIONER from network and private sources.

These listings have been a regular feature of The MANUFACTURING CONFECTIONER publications since May, 1951.

Magazines

Advertiser	Magazines	November Expenditure	Total 1952	November Total 1951
Fred W. Amend Co.				
	Last advertised in January, 1951	\$	\$	\$ 1,195
Bake-O-Nuts, Inc.				
	Last advertised in January, 1952		588	1,268
Barracini Candy Co.				
	Last advertised in April, 1951			3,170
Beatrice Foods Co. (Lambrecht's Candy)				
	New Yorker	388	388	
Beech-Nut Packing Co. (Beech Nut Gum)				
	Better Living—1,880; Everywoman's Magazine—1,550; Life—12,800; Woman's Day—3,620	19,850	196,630	112,555
Blumenthal Bros.				
	See July, 1952, issue		1,837	2,605
Blum's Confectionery				
	See September, 1952, issue		1,558	3,406
E. J. Brach & Sons				
	Life—28,900; Saturday Evening Post—20,360	49,260	105,909	124,897
Brown & Haley Candy Co. (Almond Roca)				
	See August, 1952, issue		5,695	21,750
Candy Pack, Inc. (Swedish Mints)				
	Last advertised in August, 1951			192
Cobbs Fruit & Preserving Co. (Honeysuckle Candy)				
	See September, 1952, issue		4,028	
The Cracker Jack Co. (Campfire & Angelus Marshmallows)				
	Better Homes & Gardens	4,000	64,770	57,689
Cresca Co., Inc. (Lindt Candy)				
	New York Times Mag.—193; New Yorker—788; Sunset—385 ...	1,366	7,536	7,575
Cresca Co., Inc. (Pascall Candy)				
	See December, 1952		6,008	3,981
Crosse & Blackwell, Inc. (Keiller's Candy)				
	Sunset Magazine—391	391	7,787	8,417
Curtis Candy Co.				
	American Girl—2,200; Better Living—6,635; Boys' Life—3,400; Everywoman's Magazine—5,475; Ideal Women's Group—5,200; Scholastic Magazines—3,850	26,760	167,180	113,308
DeMet's, Inc. (Turtles)				
	New Yorker—790; Saturday Evening Post—3,775	4,565	4,565	25,980
Flavour Candy Co.				
	See January, 1952, issue			455
Frank H. Flee Corp. (Flee's Bubble Gum)				
	Family Circle Magazine—2,095; Life—2,720; Look—3,400; Saturday Evening Post—3,840	12,055	189,376	72,720
John O. Gilbert Chocolate Co.				
	Gourmet—660	660	7,050	4,840
H. Hamstra & Co. (Droste Chocolates)				
	See January, 1953		1,653	2,411
Henry Heide, Inc.				
	See January, 1953		46,495	57,300
House of Bauer				
	Gourmet	185	370	
Imperial Candy Co., Inc.				
	See November, 1952		138	
International Delicacies				
	Last advertised in March, 1952		116	
Joy Candy Shoppes, Inc.				
	Farm Journal—1,257; Progressive Farmer—490	1,747	1,747	
Liberty Orchards Co.				
	Farm Journal	377	377	
Life Saver Corp.				
	Life—28,900; Saturday Evening Post—20,360	49,260	464,010	465,565
Mars, Inc.				
	Look—11,673; Puck—16,750	28,423	134,621	178,330
Mason Au Magenheimer Confectionery Mfg. Co.				
	See January, 1953		12,006	
National Dairy Products Corp. (Kraft Caramels)				
	See January, 1953		35,500	61,300
New England Confectionery Co. (Necco Candies)				
	Better Living—5,235; Look—17,130	22,365	76,615	155,980
Pangburn Co.				
	See July, 1952, issue		9,480	6,420
Peter Paul, Inc. (Mounds & Almond Joy Bars)				
	See January, 1953		172,706	272,217
Perkins' Salt Water Taffy				
	See January, 1953		283	

Quality PECANS

BOOST YOUR PROFITS!



**CRISPER,
MORE FLAVORFUL**

Southern Belle SHELLED PECANS

Southern Belle Pecans are tastier, crunchier, more flavorful. They are shelled, cleaned, graded and sorted by modern machinery under our exclusive process.

Try Southern Belle Pecans in your next batch . . . your SALES will notice a difference! Order from our full range of sizes of pieces and halves. Write for name of your nearby broker.



135 EAST

CEVALLOS STREET • SAN ANTONIO, TEXAS

Here's Why:

Just watch that consumer.

One crunchy bite . . . a pleased grin. "Man, that's candy!"

It took fine ingredients, skilled processing and top packaging to produce that grin and that comment about your candy . . . and QUALITY pecans helped!

With all the other fine ingredients you use, don't be satisfied with less than the best quality pecans. You'll find they make a big difference in making pleased grins . . . increasing your sales.

Yes, the result of a pleased customer is a happy retailer, a delighted jobber and—above all—you'll be happy, too!



Planters Nut & Chocolate Co.			
Ladies' Home Journal—10,415; Scholastic Magazines—6,030 Total	14,815	148,580	170,398
Thomas D. Richardson Co.			
See January, 1953		74,205	67,130
Rockwood & Co. (Rockwood Waters)			
Better Living—3,515; Everywoman's Magazine—2,900; Family Circle Magazine—6,610; First 3 Markets Group—12,380; Woman's Day—7,120 Total	32,525	64,490	119,685
Safeway Stores, Inc. (Roxbury Candy) & ruffi-est Marshmallows)			
Family Circle Magazine	1,406	20,080	11,700
Frank G. Shattuck (Schrafft's Chocolates)			
Saturday Evening Post	11,735	79,845	77,330
Sophie Mae Candy Corp.			
Everywoman's Magazine—2,277; Family Circle Magazine—7,930; Woman's Day—10,580 Total	20,707	61,353	23,729
Russell Stover Candies			
See March, 1952, issue			9,625
Sweet Candy Co.			
Last advertised in March, 1951			700
Sweets Co. of America (Tootsie Rolls)			
See September, 1952, issue		3,138	43,659
Switzer's Licorice Co.			
American Magazine—1,030; Saturday Evening Post—1,305 Total	2,335	34,759	70,150
Vernell's Fine Candies, Inc.			
Good Housekeeping—1,134; Life—2,016	3,150	36,124	2,485
James O. Welch Co. (Coconut bar & Mint Patties)			
Better Living—3,310; Family Circle Mag. 6,240; Life—1,512; Woman's Day—6,325 Total	17,387	152,596	164,934
Stephen F. Whitman & Sons, Inc.			
Life—33,235; Saturday Evening Post—20,360	53,595	337,809	398,230
Wilbur-Suchard Chocolate Co., Inc.			
Life	12,800	38,400	44,400
R. C. Williams & Co., Inc. (Tobler Candy)			
Gourmet—185; New Yorker—1,115; Town & Country—1,300; N. Y. Times Magazine—572 Total	1,872	8,829	5,753
Wm. Wrigley, Jr., Co.			
Better Living—4,680; Everywoman's Magazine—3,450; Family Circle Magazine—8,328; Parent's Magazine—4,225; Today's Woman—2,200; Woman's Day—8476 Total	31,359	330,813	295,020
Zion Industries, Inc.			
See January, 1953		300	105
Total Magazine Advertising Expenditure	\$425,338	\$3,118,343	\$3,273,518

Radio and Television

December

Sponsor	Network	No. of Stations	Time
American Chicle Co.	CBS	176	4 10-min. shows*
		176	4 10-min. shows*
		176	5 10-min. shows*
Frank H. Flier	ABC-TV	9	4 15-min. shows
Gold Medal Candy Co.	NBC-TV	Local	5 15-min. shows
Hawley & Hoops, Inc.	CBS-TV	50	5 30-min. shows
Kraft Foods, Inc.	Mutual	532	5 15-min. shows
Luden's	NBC-TV	47	5 15-min. shows
Mars, Inc.	ABC-TV	37	5 30-min. shows
	CBS	176	5 30-min. shows
Smith Bros.	NBC	196	5 10-min. shows*
		196	5 10-min. shows*
		196	5 10-min. shows*
Sweets Co. of America	ABC-TV	23	5 15-min. shows
		37	4 30-min. shows
Williamson Candy Co.	Mutual	517	3 30-min. shows
William Wrigley, Jr., Co.	CBS	181	4 30-min. shows
		186	5 30-min. shows
	CBS-TV	11	5 30-min. shows

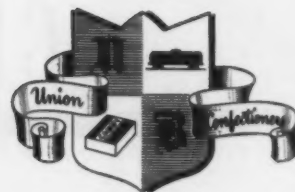
*Program is co-sponsored

TRUTASTE FLAVORS

KASKA CONCENTRATED CITRUS OILS

Neumann, Buslee & Wolfe, inc.

5800 NORTHWEST HIGHWAY, CHICAGO 31, ILLINOIS



Union Corn Syrup Unmixed

UNION CORN SYRUP UNMIXED is dependable

and adaptable to your formulae.

Sales service and technical assistance are

available without obligation.

UNION SALES CORPORATION

Distributor for

UNION STARCH and REFINING COMPANY

Columbus, Indiana

Serving the Confectionery Industry since 1903

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

CHEWY CANDIES; CARAMELS; BRITTLES

Code 2A53

Honey Bar

1 1/2 ozs. for 5c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Wax paper wrapper, printed in red, white, yellow and blue. Six pieces, wrapped in wax paper.

Honey Bar:

Color: Good.

Texture: Good.

Flavor: A trifle strong.

Remarks: Suggest a little less flavor be used.

Code 2B53

Chocolate Coated Nougat Bar

1 1/4 ozs. for 5c

(Purchased in San Francisco, Calif.)

Appearance of bar: Good.

Size: Large.

Wrapper: Glassine printed in red and white.

Bar:

Coating: Fair.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating nougat bar. Very large looking. One of the best we have examined in some time.

Code 2C53

Milk Chocolate Coated

Nougat Bar

1 1/4 ozs. for 5c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside paper wrapper. Outside glassine wrapper printed in yellow and blue.

Bar:

Coating: Fair.

Center:

Color: Good.

Texture: See remarks.

Taste: Good.

Remarks: Suggest formula be checked as bar is more like salt water taffy than a nougat.

Code 2D53

Peanut Brittle

1 lb. for 69c

(Purchased in a bakery, Oak Park, Ill.)

Appearance of package: Fair.

Container: Full telescope box printed in yellow. Name in red.

Peanut Brittle:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best peanut brittle we have examined in some time. Well made and contained a good amount of peanuts.

Code 2E53

Nougat Bar

1 1/4 ozs. for 5c

(Purchased in San Francisco, Calif.)

Appearance of bar: Good.

Size: Large.

Wrapper: Glassine paper wrapper printed in brown and white.

Bar:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating nougat bar.

Code 2F53

Chocolate Caramels

1 lb. for \$1.00

(Purchased in a company store, Oak Park, Ill.)

Sold in bulk.

Caramels: Wrapped in cellulose wrappers.

Color: Good.

Texture: Good.

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

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Lively Flavors

■ SEND THE LIST TO US FOR SAMPLES AND
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FICIAL PRODUCTS, AND RECOMMENDATIONS
FOR USE IN YOUR PARTICULAR GOODS!

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- ANISE
- APPLE
- APRICOT
- BANANA
- BLACKBERRY
- BRANDY
- BUTTER
- BUTTERSCOTCH
- BUTTER-VANILLA

- CARAMEL
- CHERRY
- CINNAMON
- CLOVE
- COCOANUT
- COFFEE
- COGNAC

- GRAPE
- GRENADINE
- LEMON
- LIME
- MAPLE
- ORANGE
- PEACH
- PEPPERMINT
- PINEAPPLE
- PISTACHIO

- RASPBERRY
- ROOT BEER
- RUM
- RUM & BUTTER
- SARSAPARILLA
- STRAWBERRY
- TUTTI FRUTTI
- VANILLA
- WALNUT
- WINTERGREEN



Stocks Carried in Principal Cities

FLAVORS • ESSENTIAL OILS • AROMATICS

CHEMICAL COMPANY, INC.

399 Johnson Avenue, Brooklyn 6, N. Y.

PLANTS: Brooklyn, N. Y. • Los Angeles, Cal. • Montreal, Que. • Paris, France
SALES OFFICES: Atlanta • Boston • Chicago • Dallas • Philadelphia
St. Louis • Toledo • Toronto

Flavor: Fair
Remarks: Caramels lacked a good chocolate liquor taste.

Code 2G53
Nut Caramel
1 lb. for \$1.20

(Purchased in a company store,
Chicago, Ill.)

Sold in bulk.

Nut caramels: Finger shaped, cellulose wrappers.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating caramel, highly priced at \$1.20 the pound.

Code 2H53
Milk Chocolate Crunch Bar
1 oz. for 5c

(Purchased in a cigar store,
Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: In side foil wrapper, outside glassine. Band printed in white, blue and red.

Bar:

Chocolate: Milk: Good.

Crunch: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best milk chocolate crunch bars we have examined for some time.

Code 2I53
Milk Chocolate Bar
1 oz. for 5c

(Purchased in a cigar store,
Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Inside glassine wrapper. Outside paper band printed in red, yellow and brown.

Bar:

Chocolate: Milk: Good.

Crunch: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best chocolate bars of this type we have examined in some time.

Code 2J53
Chocolate Coated Coconut Bar
1 1/4 ozs. for 4c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Inside plain paper wrapper. Outside glassine wrapper printed in brown and white.

Bar:

Coating: Dark: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best coconut bar we have examined in some time.

Code 2K53
Assorted Caramels
1 lb. for \$1.15

(Purchased in a company store,
Chicago, Ill.)

Sold in bulk. Caramels in paper cups.

Caramels:

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: A good eating caramel but highly priced at \$1.15 the pound.

Code 2L53
Assorted Toffees
7 1/2 ozs. for 35c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of package: Good.

Container: Folding type of box, two windows. White board printed in red. Cellulose wrapper. Pieces are wrapped in colored foil and cellulose.

Toffee:

Colors: Good.

Texture: Too hard and tough.

Flavors: Fair.

Remarks: Toffee is cooked entirely too hard. Suggest a better grade of flavors be used.

Code 2M53
Toffee Bar
(No weight stated—
About 1 1/2 ozs.) 20c

(Purchased in a company store,
Chicago, Ill.)

Appearance of bar: Poor. See remarks.



Makers of Fine Chocolate and Cocoa

MERCKENS CHOCOLATE COMPANY, INC.

155 Great Arrow Avenue, Buffalo 7, New York

BRANCHES AND WAREHOUSE STOCKS IN

BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE

Wrapper: Plain cellulose bag, not sealed. Bar is not a toffee. It is a nut crunch bar.

Bar:

Coating & nuts: Good.

Center: Good.

Taste: Very good.

Remarks: One of the best nut crunch bars we have examined in some time. It is of very good quality. To improve the appearance we suggest a printed cellulose wrapper with at least two colors. The wrapper should also be sealed.

Code 2N53

**Molasses Cocoanut Delight
1 lb. for \$1.00**

(Purchased in a company store,
Chicago, Ill.)

Appearance of package: Sold in bulk.
Piece: Piece is a molasses cocoanut paste. Wax paper wrapper on each piece.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating molasses cocoanut. Slightly high priced at \$1.00 the pound.

Code 2O53

Gift Package

**(Contained 3 individual boxes)
\$1.50**

Coffee Bon Bons - 3¼ ozs.

Licorice Mint Hard Bon Bons - 3¼ ozs.

Ruma Rica Butter Bon Bons - 3¼ ozs.
(Purchased in a cigar store,
Chicago, Ill.)

Container: 3 boxes are put into a tray.
Overall cellulose wrapper. Boxes are tied together with red ribbon. Bow on one end.

Coffee Bon Bons:

Box: Folding type, printed in dark brown. Imprint of girl in center. Piece is a hard candy drop flavored with coffee. Printed cellulose wrappers.

Bon Bons:

Color: Good.

Texture: Good.

Flavor: Good.

Ruma Rica Butter Bon Bons:

Box: Folding box printed in red and white. Piece is a hard candy drop flavored with rum and butter flavor.

Bon Bons:

Color: Good.

Texture: Good.

Flavor: Fair.

Licorice Mint Bon Bons:

Box: Folding box printed in black and white. Imprint of colored boy in black and green. Piece is a hard candy drop with licorice flavor.

Bon Bon:

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: A different type of package and no doubt a good seller. Suggest the rum and butter flavor be checked as it is not up to standard. Package is well planned and makes a good appearance. Suggest some other assortments.

**Code 2Q53
Chocolate Coated Chewy
Nougat Bar
1 1/16 ozs. for 4c**

(Purchased in a drug store,
Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Inside wax paper wrapper, outside cellulose wrapper printed in dark brown and yellow.

Bar:

Coating: Light: Good for a 5c bar.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best coated nou-

gat bars we have examined in some time.

**Code 2R53
Milky Caramels
1½ ozs. for 4c**

(Purchased in a drug store,
Chicago, Ill.)

Appearance of package: Good.

Size: Good.

Container: 6 caramels on a layer board. Cellulose wrapper. Caramels wrapped in printed cellulose.

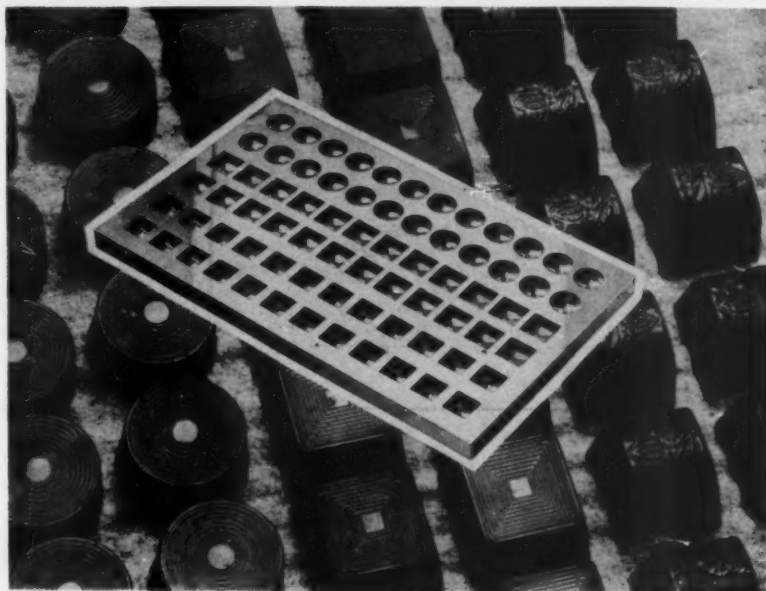
Caramels:

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Suggest a little more salt be used, also flavor to improve the taste.



STEEL FACED CHOCOLATE MOULDS

By YORKSHIRE MOULDS LTD.

A vastly improved type of Precision Made Steel-faced Mould for all types of chocolate manufacture; designed and processed to eliminate plant and production difficulties. They will weather the hardest wear and tear and give you a much longer production life. Any number of impressions per mould can be incorporated and the resultant de-moulded products are uniformly perfect in shape, size and finish.

FOR EVERY KIND OF CHOC MOLD

Whatever the shape and size, however simple or intricate the design, for general or seasonal lines, we supply Moulds to meet all demands and give a better and cleaner finished product.

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PMCA Announces Lehigh Program Plans

Important dates on the 1953 calendar of events are bound to be April 23 and 24, when the Seventh Annual Production Conference of The Pennsylvania Manufacturing Confectioners' Association meets at Lehigh University, Bethlehem, Pennsylvania.

Designed to appeal particularly to Production Department employees, the Conference is open to superintendents, foremen and assistants, as well as management employees. The committee has arranged with the Hotel Bethlehem, Bethlehem, Pennsylvania, and the Americus Hotel, Allentown, Pennsylvania, to provide accommodations for registrants and guests.

Thursday, April 23

MODERATOR: MARK J. HEIDELBERGER
Heidelberg Confectionery Co., Philadelphia
Chairman, Executive Committee, P.M.C.A.

- 9:00 a.m.—REGISTRATION
- 9:30 —INTRODUCTORY REMARKS—C. R. KROEKEL
President, Kroekel-Oettinger, Inc., Philadelphia;
Chairman, Research Committee, P.M.C.A.
- 9:45 —REPORT ON P.M.C.A. RESEARCH ACTIVITIES
DR. NELSON EASTON, Assistant Professor of Chemistry, Lehigh University
- 10:00 —CORN SYRUP IN HARD CANDY
JOHN M. KRNO, Vice President, Corn Products Sales Co., New York
- 10:30 —WHY LIQUID SUGAR HAS GROWN INTO AN INDUSTRY—DANIEL V. WADSWORTH, Vice President in charge of Sales, Refined Syrups & Sugars Inc., Yonkers, N. Y.
- 11:00 —RECESS

- 11:15 —SORBITOL IN CANDY
SHERWOOD T. CROSS, Chemist, Atlas Powder Co., Wilmington, Del.
- 11:45 —WHIPPING AGENTS: GELATIN IN MARSHMALLOWS—WILLIAM I. GORFINKLE, General Manager, J. O. Whitten Co., Inc., Winchester, Massachusetts
- ADVANTAGES OF DEMETHOXYLATED PECTINS IN THE CONFECTIONERY INDUSTRY—HERBERT G. ANGERMEIER, T. H. Angermeier & Co., New York
- VEGETABLE ALBUMEN WHIPPING AGENTS—DR. J. KENNETH GUNTHER, Gunther Products Co., Galesburg, Illinois
- 1:00 p.m.—LUNCH
- 2:00 —CHOCOLATE FOR THE DIABETIC
DR. KATHERYN E. LANGWILL, Professor of Nutrition, Drexel Institute of Technology, Philadelphia, Pennsylvania, in collaboration with ELEANOR DE VADETSKY, Chemist, Stephen F. Whitman & Son, Philadelphia
- 2:30 —PACKAGING SYMPOSIUM
YOUR PACKAGE IN TODAY'S MARKET
PACKAGING PROBLEMS IN REGARD TO BAR GOODS
Moderator: ROY E. HANSEN, Vice President and Director of Sales, Milprint, Inc., Milwaukee, Wisconsin
- BAGS
R. A. HICKMAN, Director of Market Research, The Dobeckmun Co., Cleveland, Ohio
- GLASSINE AND GREASEPROOF PAPERS FOR YOUR PRODUCT—E. G. PENN, Sales Department, Riegel Paper Corporation, New York
- ALUMINUM FOIL FOR YOUR PRODUCT
A. I. TOTTEN, JR., Director of Research, Reynolds Metal Co., Richmond, Virginia
- 4:00 —DISCUSSION
- 5:00 —ADJOURNMENT
- 7:00 —THE PMCA DINNER (Dress Informal) Hotel Bethlehem—Pennsylvania Dutch Dinner—HANS F. DRESEL, Representative, Felton Chemical Co., Philadelphia; Chairman, Seventh Annual Production Conference



It's hard to do...but it can be done, and Wilbur does it again and again

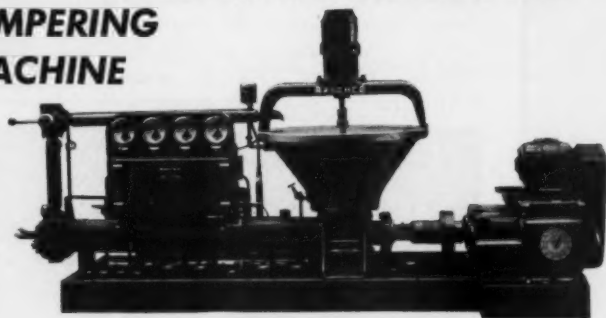
HITTING the mark consistently is the rule at Wilbur-Suchard. Only a Wilbur Chocolate Coating will do justice to your centers because only Wilbur assures you of the same fine flavor, month after month. Wilbur's "quality control" takes care of that. Expert blending of a variety of cocoa beans, plus long experience in the roasting and other processing are the secrets of Wilbur's ability to maintain a consistent flavor quality in chocolate coatings.



WILBUR UNIFORM QUALITY CHOCOLATE COATINGS

WILBUR-SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

FULLY AUTOMATIC CONTINUOUS TEMPERING MACHINE



"SYSTEM LAUENSTEIN"

ABSOLUTE ACCURACY IN TEMPERING REGARDLESS OF INITIAL CHOCOLATE TEMPERATURE

CHOCOLATE MOULDING

Any fillers, nuts, cereals, etc., can be incorporated in the chocolate, and continuously tempered for the moulding machine. Chocolate bars or coating will have proper snap.

COATER TEMPERING

Chocolate direct from melting tank through tempering machine to coaters continuously. The unit will reduce the temperature from as high as 130° F. to 84° F. and back to 88° F.-91° F. Precise tempering avoids under and over-temper.

REPRESENTATIVES:

CHOCOLATE MOULDING

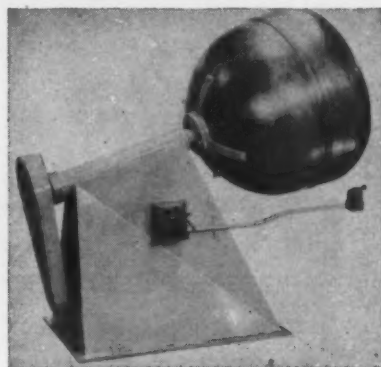
T. C. WEGANDT CO.

165 Duane St., New York 13, N. Y.

COATER TEMPERING

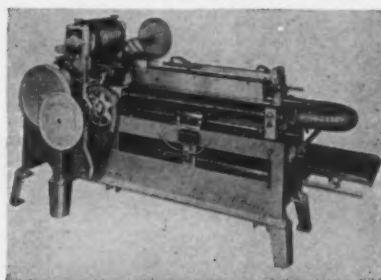
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152 W. 42nd St., New York 36, N.Y.



LATINI REVOLVING PAN

Specially shaped heavy-gauge machine spun bowl. Sanitary, enclosed stand easily cleaned.



HOHBERGER CONTINUOUS BALL MACHINE

Up to 1200 lbs. per hour. Forms filled or plain balls, barrels, unusual shapes and sunbeam starlights.

DAVID SYKES, Plantation Chocolate Co. Inc., Philadelphia; President, PMCA, Toastmaster
—ADDRESSES
Dr. H. A. NEVILLE, Director, Institute of Research, Lehigh University
PHILIP P. GOTT, President, National Confectioners' Association

Friday, April 24

MODERATOR: C. S. GRUBE

Vice President Wilbur-Suchard Chocolate Co., Inc., Lititz, Pennsylvania; First Vice President, PMCA

9:00 a.m.—REGISTRATION

9:30 —INCENTIVES IN THE CANDY PLANT

EDWARD A. TERRY, Assistant Superintendent, Wallace & Co., Brooklyn, New York

10:00 —DISCUSSION OF SWISS AND AMERICAN CHOCOLATE

Participating:

MODERATOR: NORMAN W. KEMPF, Manager of Research, Walter Baker Chocolate and Co., Dorchester, Massachusetts

DR. GEORGES V. GENTON, Technical Director, The Nestle Co., Inc., Fulton, New York

WILLIAM DE PERROT, Representative, Suchard Holding SA, Lausanne, Switzerland; Chocolat Suchard SA Serrieres-Neuchatel, Switzerland; Wilbur-Suchard Chocolate Co., Inc., Lititz, Pennsylvania

11:00 —RECESS

11:15 —DISCUSSION

12:00 —CANDY ENGINEERING—INGREDIENTS vs. PROCESS

JAMES A. KING, The Nulomoline Division, American Molasses Company, New York in collaboration with

THE ENGINEER—V. P. Victor, Consulting Engineer, New York

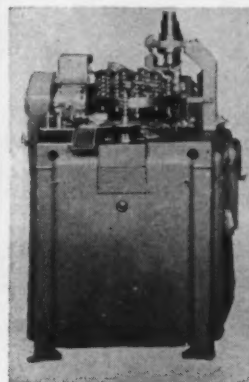
THE CHEMIST—Andrew A. Jackson, Applied Sugar Laboratories, New York

1:00 p.m.—LUNCH

2:00 —ROUND TABLE DISCUSSION

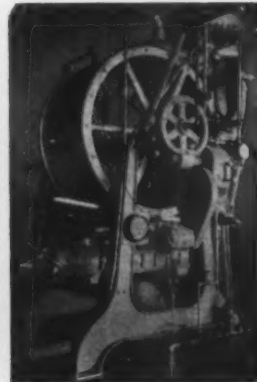
Directed by JAMES A. KING

—ADJOURNMENT



LATINI DIE POP MACHINE

The only high speed pop forming machine to make seamless pops. Sharp edges eliminated. 200 perfect pops per minute guaranteed.



HOHBERGER CONTINUOUS CREAM MACHINE

Up to 2000 pounds per hour of straight sugar fondant with proper doctoring or any amount of corn syrup.

John Sheffman, Inc.

152 WEST 42ND STREET

NEW YORK 36, N. Y.

for TOP QUALITY HOOTON

- chocolate coatings
- liquors
- cocoas

HOOTON CHOCOLATE CO.

Fine Chocolate Since 1897

NEWARK 7

NEW JERSEY

● Oakite Products, Inc. held three technical-sales conferences in Hollywood, St. Louis and New York City during November and early December last year. Discussions at all meetings were around the recent developments in cleaning and allied procedures and how they can assist industry in combating rising operating costs.



Photo shows field service representatives from the Canadian, Chicago, New England, New York and Philadelphia sales division of Oakite Products, Inc., as they gathered at the Roosevelt Hotel in New York City, December 8-10.

● Fritzsche Brothers, Inc., concluded the year 1952 with one of its most successful sales conventions in years. The five-day meeting which ended in a grand finale on Saturday evening, December 13, with a dinner dance, covered various phases of the company's operation and included a trip to the Clifton Factory and a lecture-preview by Dr. Ernest Guenther of his colored motion picture recordings taken during his recently completed six months' trip to Europe and Africa. The business phase of the meeting was deemed highly constructive from the standpoint of both sales and management.

SPEAS

APPLE PRODUCTS

the Standard of Quality
for sixty years

NUTRL-JEL

for preserves, jams,
jellies, marmalades

CONFECTO-JEL

for jellied candies

CONFECTO-JEL—a buffered
apple pectin mixture for
jellied candies—ready for
use.

CONCENTRATED APPLE JUICE

Plants in Apple Regions From the Atlantic to the Pacific

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Confectionery
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Territory: New England

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Terr: New York State

MANNY MILLER

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PHILADELPHIA 39, PENN.
Specialist with the Super Market
& Wholesale Grocery Trade for
Nineteen years, in this Concentrated
Area.

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Concentrated coverage of the
candy and food trade in N. E.
Penna. "The Anthracite"

IRVING S. ZAMORE

2608 Belmar Place
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29 Years Experience
Terr: Pennsylvania, excluding
city of Philadelphia

South Atlantic States

JIM CHAMBERS

Candy Broker
84 Peachtree Street
ATLANTA 3, GEORGIA
Terr: Ga., Ala., and Fla.

IRVIN P. NORRIS

Manufacturing Representative
Austin Circle
DECATUR, GEORGIA
Candy—Novelties—Package Foods
Territory: Ga., Fla., Ala. & Tenn.

W. M. (BILL) WALLACE

Candy and Specialty Items
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Terr: Ga. & Fla.
Thorough Coverage

SAMUEL SMITH

2500 Patterson Ave. Phone 22318
Manufacturers' Representative
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Terr: Virginia, N. Carolina,
S. Carolina

ROY E. RANDALL CO.

Manufacturers' Representative
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COLUMBIA 1, SO. CAROLINA
Terr: No. & So. Carolina
Over 25 years in area

BUSKELL BROKERAGE CO.

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Contact Wholesale Groceries, Candy
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East No. Central States

H. K. BEALL & CO.

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CHICAGO 6, ILLINOIS
Phones RANdolph 1618-1628
Territory: Illinois, Indiana,
Wisconsin
25 years in the Candy Business

IRWIN R. TUCKER COMPANY, INC.

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CHICAGO 6, ILLINOIS
Complete Coverage of Chicago
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Terr: Entire state of Michigan

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Buckeye Candy Club

G. W. McDERMOTT

100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr: Wisc. & Upper Mich.—covered
every five weeks.

BERNARD B. HIRSCH

1012 N. 3rd St.
MILWAUKEE 3, WISCONSIN
Terr: Wis., Ia., Ill. (excluding Chi-
cago) Mich. (Upper Penn.)

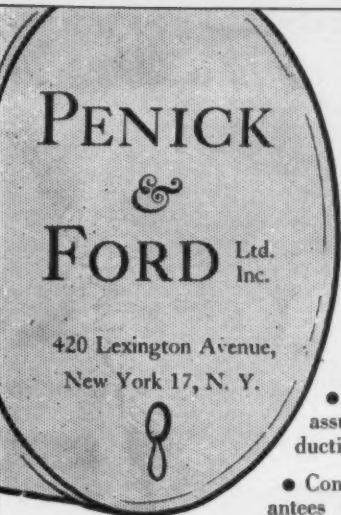
East So. Central States

R. HENRY TAYLOR

Candy Broker
Box 1456—Phone 4-2763
LEXINGTON, KENTUCKY
Territory: Kentucky and Tennessee

J. L. FARRINGER CO.

FRANKLIN, TENNESSEE
Established 1924
Territory: Tenn., Ky., and W. Va.
3 Salesmen covering territory



OUT FRONT


with **PENFORD**
CORN SYRUP

because:

- Uniform quality is assured due to high production standards.
- Continued research guarantees you a finer, purer, product.

Corn Syrup

Factory . . . Cedar Rapids, Iowa



"Food of the Gods"

Quality

IN

Chocolate Coatings

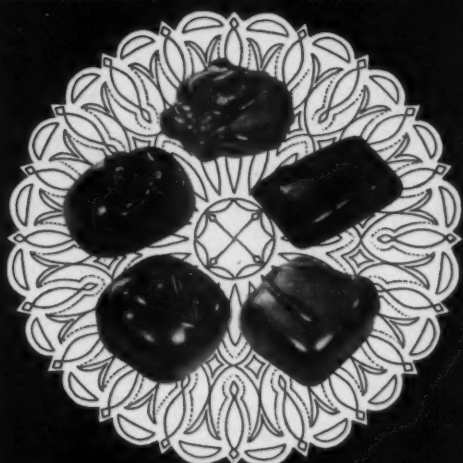
BY

Ambrosia

FOOD OF THE GODS

The scientific name for cocoa is Theobroma cacao from the Greek meaning "food for the gods".

AMBROSIA CHOCOLATE COMPANY
Milwaukee, Wisconsin



Nestlé's fine chocolate coatings

CONSISTENT QUALITY

NESTLÉ'S, PETER'S, RUNKEL'S

CHOCOLATE COATINGS, LIQUORS, GRANULES

The Nestlé Company, Inc.

2 WILLIAM ST., WHITE PLAINS, N. Y.

Starch Trays

- At their best!
- At lowest prices!

Masonite and Solid Wood Glued Bottoms Nailed—Lock Corner and Water-proof Glued Hard and Soft Woods

also: Dipping Boards—Starch Tray Dollies
Pan Room Trays—Wire Bottom Trays
Mould Boards

And All Other Affiliated Wood Products

Ask for quotation

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Brooklyn 17, N.Y.

NE 8-9832

● van Ameringen-Haebler, Inc. announced on January 12, the appointment of Charles P. Walker as vice president of their company. Continued expansion of the company's activities necessitated the addition of another top executive to its staff. Mr. Walker, who had resigned as general sales manager of Chas. Pfizer & Co. on January 1, 1953, will assume his new responsibilities February 16. He will continue his present tenure as a director of Pfizer.

● Cook Chocolate Company, Chicago, suffered an estimated \$25,000 fire loss during January. The damage was confined to the second and third floors in the southeast portion of the half block building housing the candy ovens. At the time of going to press, plans to rebuild the damaged portion of the building had not been announced.

Confectionery Brokers (Cont'd)

East So. Central States (cont'd)

FELIX D. BRIGHT & SON

Candy Specialties
P. O. Box 177—Phone 8-4097

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Manufacturers Sales Agent
Territory: Middle Tennessee

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Advertising space in The MANUFACTURING CONFECTIONER is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers. Advertising of finished confectionery products is not accepted.

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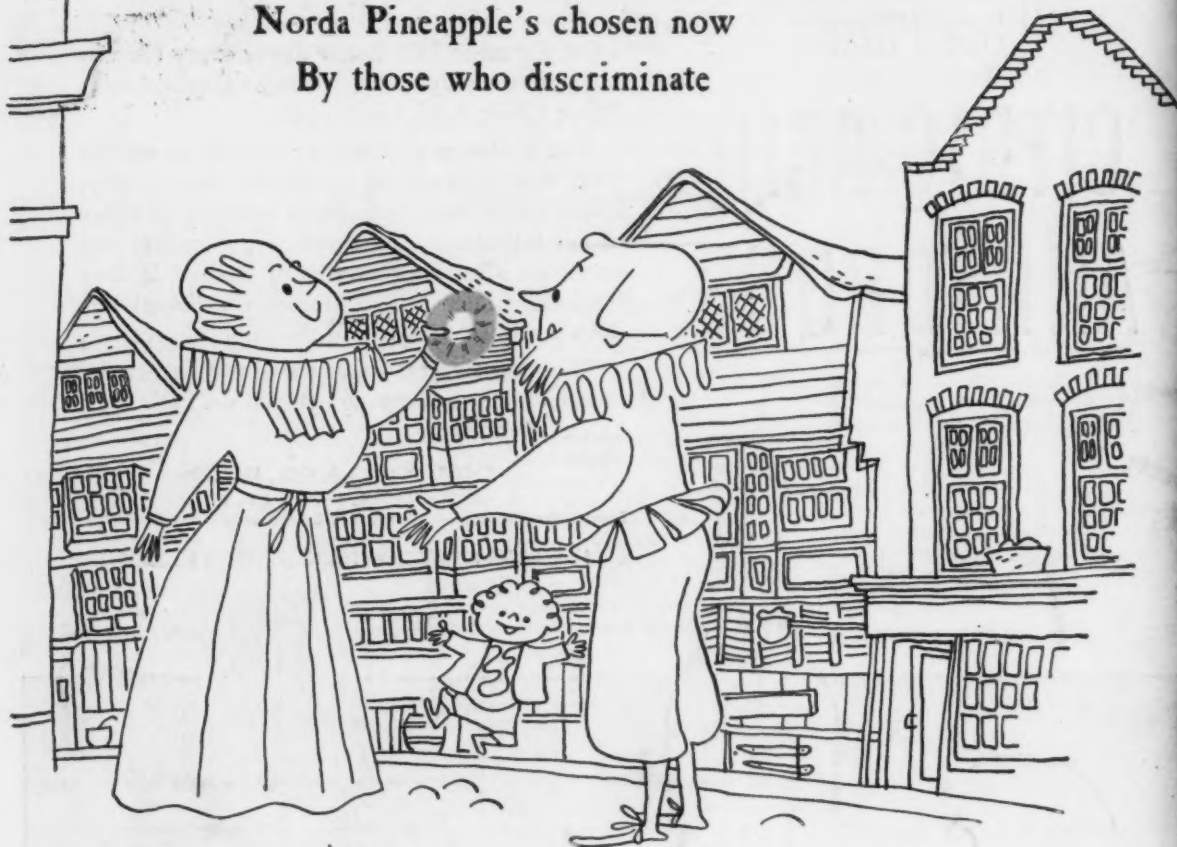
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